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BROADCASTING TELECASTING

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IN THIS ISSUE:

Radio, TV Men To Cover Ike
Page 23

TV Buyers Study New Markets
Page 25

WLW's Block Programming
Page 26

Code Reaction Study Underway
Page 29

TELECASTING
Begins on Page 55

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TECHNICAL ROOM

IT WORKS

WOR sells foods, drugs, cosmetics, tobaccos, bird seed and everything else it has ever been asked to sell.

That's why *more* advertisers invest *more* money with WOR than with any other station in the entire country.

WOR *works* because it reaches the largest station audience in America; because it provides personalities who *sell;* and because it delivers *more listeners who actually buy!*

Let us show you how WOR can work for *you.* / WOR · 1440 BROADWAY, NEW YORK 18, N.Y.

22ND year

THE NEWSWEEKLY OF RADIO AND TV

XUM

"COST TOO MUCH", they said... until

people started asking for them!

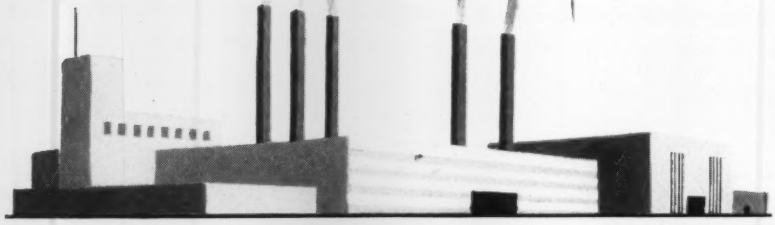
A certain manufacturer makes a tractor brake requiring original factory installation on new tractors. It can *not* be used for replacement.

This brake is exceptionally high quality... and has an unusual safety factor... but is somewhat more costly, so most tractor manufacturers hesitated to use it. Their costs had already sky-rocketed... and they didn't think farmers would pay more for tractors with these better brakes. As a result, these brakes were available on only twenty-three 1950 models.

An intensive advertising campaign on WLS "sold" the idea and advantages of these better brakes to farmers... and the demand thus created readily convinced leading tractor manufacturers. As a result, these brakes were offered on forty-eight 1952 models... and the brake manufacturer had $3,000,000 in orders.

If you have a product or service of merit... you'll find the vast WLS audience equally receptive and responsive to sound reason and sincere appeal. Better see your John Blair man or contact us today... and add yours to the growing list of success stories being developed for WLS advertisers the nation over.

WLS GETS RESULTS *for the* AUTOMOTIVE SUPPLY INDUSTRY

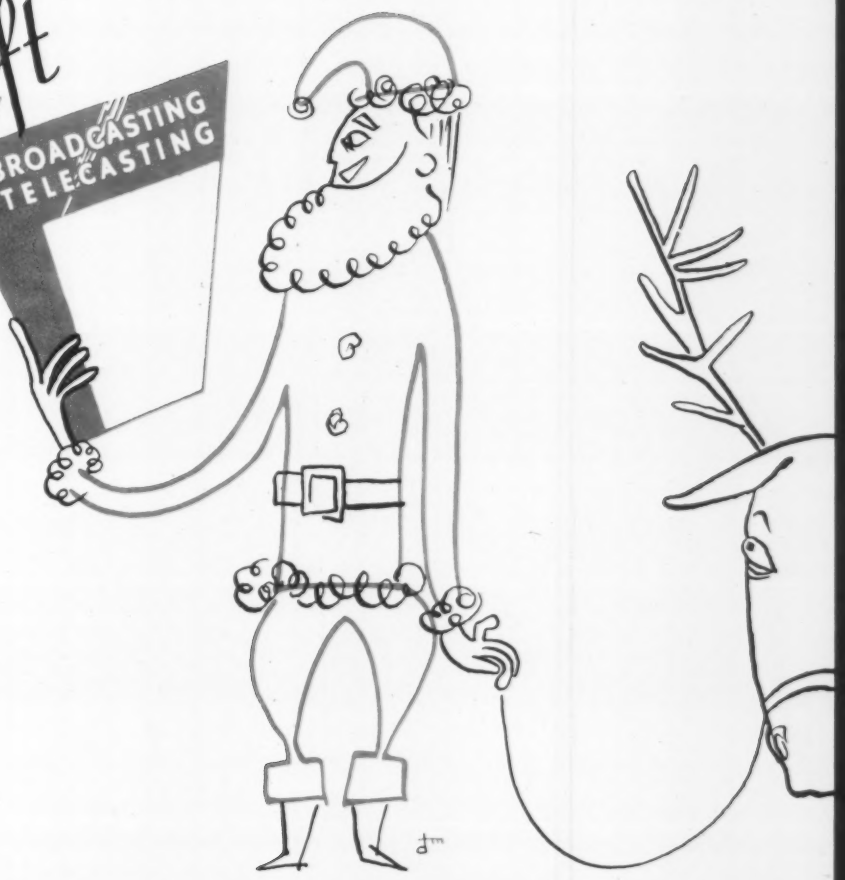


WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK REPRESENTED BY JOHN BLAIR & COMPANY

the Special Gift



for certain people*

*your clients and associates in radio and television

Holiday Gift Subscription List

This reduced rate expires December 31, 1952

PLEASE SEND 52 ISSUES OF **BROADCASTING** • **TELECASTING** AS MY GIFT TO:

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Please announce my gift with Personalized Greetings

Name .....
Address .....
Sign Gift Card .....

$ ..... enclosed ☐ Bill me

Mail Today to **BROADCASTING • TELECASTING** National Press Building, Washington 4, D. C.

XUM

ADVERTISERS

STAY

ON

WHK

CLEVELAND

Represented by Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The Children's Hour...

Once a week, under the auspices of the Wilmington Junior League, WDEL-TV takes the young in heart on a well-guided TV tour. Each half-hour tour features an activity of special interest to young people, and shows a group of children engrossed in some exciting project. They may be busily at work making mobiles, or dress-making, or learning to dance, or — as in the photograph — having a try at fashioning puppets. Whatever the activity, the participants and the television audience learn a new skill together — and develop the wonderful capacity to "do it themselves."

The Junior League's "TV Tours" are another example of WDEL-TV's planned programming — programming so versatile that it reaches, and serves, every segment of the wide and ever-growing television audience.

WDEL-TV Wilmington Delaware

A STEINMAN STATION

Mrs. T. Leigh Williams supervises a group of young puppet-makers

WDEL AM TV FM

Represented by

ROBERT MEEKER *Associates*

New York Chicago Los Angeles San Francisco

at deadline

CLOSED CIRCUIT

THAT NEW administration isn't going into FCC situation half-cocked, indicated by studies already under way of FCC staff, operations and policies. At least two highly-placed independent broadcasters, who worked hard for Gen. Ike, are making investigations, and will report to headquarters. One broadcaster is from East; other Middlewest. They'll also be consulted on filling of two upcoming vacancies: Comr. Merrill, who holds recess appointment, and Chairman Walker, whose term doesn't actually expire until June, but is past retirement age.

MINNESOTA Mining officials give credence by lack of denials to reports their engineers are cooperating on finishing touches of system to record pictures for television on magnetic tape. No further comment has come from Bing Crosby Enterprises since statement [CLOSED CIRCUIT, Oct. 27] that system has been "90% perfected."

WATCH for White House order this week formalizing mechanics of Conelrad broadcast alert project. Order will authorize FCC to proceed with formulation of final rules and regulations, but Conelrad won't become effective until completion of programming and sequential lines three months hence. Draft copy has gone out to all stations for comment. Final plan encompasses only AM-FM outlets, not TV, as previously reported.

NOW THAT FCC has broken back of TV allocations through granting of stations on consistent weekly schedule, it has opened way for authorizations for maximum power for established stations, beginning Dec. 1 (see page 57). Such applications, it's understood, will be granted virtually as routine at staff level, rather than by Commission itself. Thus, stations on vhf Chs. 2-6 can have 100 kw maximum power almost automatically. Those on Chs. 7-13 can get 316 kw. And those in uhf up to 1 megawatt (1 million watts) when equipment is available.

THIRTEENTH FCC Hearing Examiner will be H. Gifford Irion, now attorney in Aural Facilities Div. of Broadcast Bureau. Mr. Irion's appointment will be announced shortly.

TIDE MAY be turning on FCC attitude toward "marriage" of broadcast applicants in same market for purposes of applying for single TV channel. Whereas outlook was favorable several weeks ago, Commission hasn't yet agreed which way to turn and there's chance that initial case (expected to involve WBML and WNEX Macon, Ga.) may be rejected.

RE MERGED applicants, one FCC school figures that manner of overcoming problem would be for one of two AM licensees to sell out, thereby eliminating AM duopoly issue. Feeling grows stronger that FCC would have to impose far more rigid regulation of stations involved in such mergers to insure open competition in AM operations.

IT'S STILL in blueprint stage, but NBC has

(Continued on page 6)

NETWORKS CAN'T AGREE ON RELAY ALLOCATIONS

DISPUTE over allocation of network use of AT&T's intercity TV relay facilities, precipitated by ABC on grounds it isn't getting equitable treatment, drew terse statement from AT&T spokesman Friday that "allocation meetings have been held and other meetings are scheduled." Other than that, spokesman said, "we have no comment," because "allocation proceedings and the resolution of overlapping service requirements are, and have been, treated as a confidential matter."

One further meeting of network and AT&T representatives is set for Dec. 8, but ABC takes position that, while it's agreeable to joining other networks in advising AT&T, actual quarterly allocations henceforth must be made by telephone company. Last time AT&T made its own allocation was in 1950, after networks failed to agree among themselves. This allocation drew protests from both ABC and DuMont, as result of which FCC called for investigation. Probe later was postponed "indefinitely" when networks, encouraged by both AT&T and FCC, finally worked out formula governing allocation of AT&T network facilities in areas where there are not enough for all.

That agreement expires Dec. 31. Wording of AT&T statement, however, indicates telephone company is hopeful that new accord may yet be reached.

It's deemed almost certain that ABC—or any other network—would appeal to FCC again if future allocations are "unsatisfactory."

NEW AND BETTER COAXIAL

NEW coaxial cable system with triple capacity of previous ones has been developed by Bell Telephone Labs and is now undergoing tests, with first actual service expected early next year between New York and Philadelphia. For first time, new "L-3" coaxial system permits simultaneous transmission of 600 telephone conversations plus TV program in each direction, or 1,800 phone calls alone, which Bell terms "revolutionary" achievement.

BUSINESS BRIEFLY

INAUGURATION SPONSOR ● Willys-Overland Motors, Toledo, will sponsor coverage of inauguration of Gen. Eisenhower as President on Jan. 20 over ABC's radio and TV networks from 11:30 a.m. to 4:30 p.m. Areo Willys passenger cars, Universal Jeeps and Willys Station Wagons will be advertised on broadcasts, placed through Ewell & Thurber Assoc. [CLOSED CIRCUIT, Nov. 24].

RYBUTOL PROGRAM ● Vitamin Corp. of America, Newark (Rybutol), through Kastor, Farrell, Chesley & Clifford, N. Y., planning to use quarter-hour radio program of its own in selected markets for six to eight weeks starting Jan. 1.

WHITEHALL TO RENEW ● Whitehall Pharmacal Co., N. Y., expected to renew all of its present spot schedules on more than 800 stations for period from Dec. 31 through March. Agency: John F. Murray, N. Y.

SPOTS FOR COFFEE ● Chase & Sanborn, for its regular coffee, is planning daytime-only spot radio campaign in scattered markets for 52 weeks commencing Jan. 1. Compton Adv., N. Y., is agency.

DAN RIVER AGENCY RESIGNS ● Anderson & Cairns, N. Y., announced Friday that effective Dec. 31 it would no longer serve as agency for Dan River Mills. "We wish to stress

(Continued on page 94)

NEW CBS-TV CARD

CBS-TV distributing new rate card (No. 8) to advertisers and agencies. Card, effective today (Dec. 1), adds new KBTV (TV) Denver ($250 gross hourly rate) to basic interconnected group, bringing total in that "must-buy" category to 30 stations. Card also lists 10 other affiliates added since FCC lifted freeze, but contains no station rate increases not announced previously.

Tarcher, Cecil & Presbrey Merge Effective Jan. 1

OFFICIAL ANNOUNCEMENT of Cecil & Presbrey-J. D. Tarcher & Co. agency merger was made last Friday [B•T, Oct. 6], to take effect Jan. 1. Combined billings for 1953 will be more than $20 million, with over half of that amount in radio and television. Tarcher adds about $3 million to C&P's radio-TV billings.

Officers of new company, which will continue as Cecil & Presbrey, are James M. Cecil, president; David Lyon, radio-TV supervisor; T. J. Maloney, executive vice president; E. B. Noakes, chairman of executive committee; J. D. Tarcher and Samuel Dalsimer, all named senior vice presidents; David C. Thomas, secretary and treasurer; Ben Laitin, Edmund Ridley and Leonard Tarcher, new vice presidents. J. D. Tarcher also becomes director and member of executive committee.

Tarcher clients which will be serviced by new firm are Benrus Watch Co., Seeman Bros., Julius Wile Sons & Co., Personna Blade Co. and Eagle Pencil Co. Some of leading clients on C&P list are Block Drug Co., Cunard Steamship Co., Electric Auto-Lite Co., Graflex Inc., Julius Kayser & Co., Philip Morris & Co. (Marlboro cigarettes), McCormick & Co., Mennen Co. (Foam Shave), Nestle Co. (Nestle's chocolate products), Redtop Brewing Co., Sylvania Electric Products, Whitehall Pharmacal Co.

Firm will be located in New York at 247 Park Ave., 444 Madison Ave. (TV, radio and public relations) and 480 Lexington Ave. (research, merchandising).

Fifteen members of Tarcher firm will join C&P.

Tarcher agency was founded in 1925, while Cecil & Presbrey originated in 1896 as Frank Presbrey Co. About 15 years ago its name was changed to Cecil & Presbrey. James M. Cecil started business with brother, John H. Cecil, now deceased, in Richmond in 1916 as Cecil Adv.

for more AT DEADLINE turn page

at deadline

TV APPLICANTS WARNED CP IS NECESSARY

STERN WARNING to all prospective TV grantees not to start construction prior to grant set forth by FCC Friday in issuing 131st post-thaw permit to TV Colorado Inc. for vhf Ch. 11 at Colorado Springs, Col., with ERP of 125 kw visual and antenna height above average terrain 1,850 ft. Grantee is owned 50% each by KVOR Colorado Springs and KGHF Pueblo (for earlier grants, see story, page 57).

In making grant, FCC noted Sec. 319 of Communications Act precludes Commission from licensing station "the construction of which is begun before a CP has been issued" and stipulated TV Colorado Inc. "may not use a transmitter building and three piers for antenna supports which it erected prior to this authorization." Comr. Robert Bartley dissented from majority ruling of Acting Chairman Rosel Hyde and Comrs. E. M. Webster, George Sterling and Eugene Merrill.

THREE NARTB COMMITTEES PLAN PRE-BOARD SESSIONS

MEETINGS of three NARTB board committees scheduled before combined radio and TV boards meet jointly Wednesday morning at association's Washington headquarters (board story page 29). By-Laws Committee, headed by A. D. Willard Jr., WGAC Augusta, Ga., meets at 2:30 p.m. Tuesday. Group will review final draft of rewritten by-laws, slated for joint board action.

Board's Finance Committee meets at dinner session Tuesday evening, reviewing status of association's finances. Chairman is Harold Essex, WSJS Winston-Salem, N. C. Membership Committee meets at breakfast session Wednesday. H Quenton Cox, KGW Portland, Ore., is chairman.

HENNOCK SEES OPPORTUNITY

FCC Comr. Frieda B. Hennock, in talk Friday before San Francisco Branch, American Assn. of University Women, said that "Educational television offers an opportunity which we may never see again to benefit not only ourselves and our families but our community and country as well.

"It is an opportunity," Comr. Hennock cautioned, "which must be guided and guarded by all in order to achieve the maximum benefits of which it is capable. Whether we meet the challenge of that opportunity is a question that may benefit or plague all Americans for generations to come," she concluded.

WSLS-TV TEST PATTERN

WSLS-TV Roanoke, Va., new Ch. 10 grantee, hoped to put test pattern on air over weekend with regular programming starting tonight (Monday), James Moore, executive vice president, reported Friday when special temporary authority from FCC became effective. WSLS-TV, to be 115th on air, is basic NBC, will carry some CBS. Starting effective radiated power to be 12.6 kw. ERP to be doubled in few weeks, then boosted to full 252 kw in three months.

Bill Pape, chief owner of WALA-TV Mobile, Ala., also new Ch. 10 grantee, said Friday station will ask FCC this week for consent to interim operation starting Christmas week using 2 kw ERP. Operation hoped for Dec. 20.

In this Issue—

AT FIRST excluded from the news pool party covering Gen. Eisenhower's Korean trip, radio and television are promised representation. It's a triumph for radio-TV leaders who refused to take the original affront lying down. *Page 23.*

JAMES HAGERTY, central figure in the off-and-on radio-TV coverage of Gen. Eisenhower's trip, is appointed news secretary to the new President. Broadcasters are included in other high appointments. *Page 23.*

UP TILL now advertisers have loved television with unrestricted passion, but now that more stations are coming on the air, they are exercising more discrimination. *Page 25.*

WLW has embarked on a radical plan, block programming throughout the week. Has it paid off? A special report is on *Page 26.*

LABOR trouble threatens broadcasting, with a strike by Screen Actors Guild against producers of TV film commercials set for today and with AFTRA contracts with radio and TV networks expiring at the same time. *Page 57.*

WHAT's the FCC's future under the Eisenhower administration? A summary of informed speculation is presented by B•T. *Page 27.*

NOTRE DAME issues heated objections to the National Collegiate Athletic Assn.'s controls on football television. *Page 27.*

SEARCH is started for a way to let the public express its attitudes toward radio-TV programs and advertising. *Page 28.*

FCC grants two vhf and six uhf construction permits, including four in existing TV markets. *Page 57.*

Upcoming

Dec. 1: Special House Committee to Investigate 1952 Campaign Expenditures. Room 313, House Office Bldg., Washington, D. C.

Dec. 1-2: MBS Affiliate meeting, Atlanta.

Dec. 1-3: National Assn. of Radio News Directors convention, Hollenden Hotel, Cleveland.

Dec. 3: NARTB full Board of Directors, Washington, D. C.

Dec. 3-4: Southeastern Television Conference, under WBTV (TV) auspices, Charlotte, N. C.

Dec. 3-4: House Commerce subcommittee resumes investigation of radio-TV programs, New House Office Bldg., Washington, D. C.

Dec. 4: NARTB Radio Board of Directors, Washington, D. C.

Dec. 4-5: MBS Affiliate meeting, Biloxi, Miss.

(Other Upcomings on Page 38)

Closed Circuit

(Continued from page 5)

plans to build big television center in Washington, D. C. Network now in Wardman Park Hotel quarters. Long regarded as stepchild in network TV expansion, Nation's Capital already getting recognition via huge WMAL-TV (ABC) Ice Palace plant, WTTG (DuMont) facilities in Raleigh Hotel, and upcoming studio building for WTOP-TV (CBS).

WARREN JENNINGS, resigned as sales manager of WJZ New York (see story page 24), will join CBS Radio Spot Sales as account executive Dec. 15.

THERE ARE signs that educational applicants won't have as easy sailing before FCC as in past (9 out of 18 applicants granted). Within last fortnight, FCC held up action on educational authorization to Rutgers, in New Jersey, on ground of inadequate information on financing. Besides, it was felt that since N. J. Gov. Driscoll had appointed State Commission to investigate subject, FCC should await its findings.

LOU RUPPEL, John Denson and Bill Stapleton, who since last October have experimented on ABC-TV with *All Star News*, half-hour show five times weekly, leaving Dec. 15 to enter new field, yet unannounced. Program, it's understood, will be continued by ABC-TV with new personnel.

APPLICATIONS PASSED

FCC Friday released following list of additional mutually exclusive TV applications which have been passed in its "speed-up" process [B•T, Nov. 24, 10]:

GROUP A

Applicant		Channel
James Broadcasting Co. Inc.	Jamestown, N. Y.	58
Chautauqua Broadcasting Corp.	" "	58
WJNO Inc.	West Palm Beach, Fla.	5
Palm Beach Television Inc.	" "	5
Television Theatre of the Palm Beaches Inc.	" "	12
Palm Beach Broadcasting Corp.	" "	12
Oregon Radio Inc.	Salem, Ore.	3
Willametteland Television Inc.	" "	3
Birney Imes Jr.	Meridian, Miss.	11
Southern Television Corp.	" "	11
Lee Broadcasting Co.	Quincy, Ill.	10
Quincy Broadcasting Co.	" "	10
Calcasieu Broadcasting Co.	Lake Charles, La.	7
Sowela TV Inc.	" "	7

GROUP B

City of Dallas, Tex.	Dallas, Tex.	29
Trinity Broadcasting Corp.	" "	29
Westinghouse Radio Stations Inc.	Philadelphia	17
South Jersey Broadcasting Co.	"	17
Daily News Television Co.	"	23
Lou Poller	"	23

AFTRA REJECTS OFFER

AMERICAN Federation of Television & Radio Artists (AFTRA) last Friday rejected counter-proposals by seven Los Angeles network and independent TV stations in negotiations for new collective bargaining contract. AFTRA, asking overall 20% wage increase with improved working conditions for actors and staff announcers, let it be known that it was geared to strike unless acceptable terms are worked out this week.

ATLAS SERIES

ATLAS TELEVISION CORP., N. Y., distributing *The Hank McCune Show*, half-hour TV film series, which was released initially for television in 1950. Thirteen of these films are available as second or first runs.

for more AT DEADLINE see page 94

SANTA COMES EARLY TO SAN ANTONIO THIS YEAR!

WITH ITS NEW ANTENNA TOWER

KEYL

IS* THE MOST POWERFUL TV STATION IN TEXAS!

* EARLY PART OF DECEMBER

KEYL NOW MORE THAN 35,000 WATTS RADIATED POWER!

KEYL NOW APPROXIMATELY DOUBLE FORMER VIDEO POWER!

KEYL NOW A GREATER COVERAGE IN A RICH, SPENDING MARKET!

KEYL NOW MORE BUYERS FOR KEYL ADVERTISED PRODUCTS!

NOW AN EXTRA BONUS–

Texas Style

KEYL A STORER STATION

CHANNEL 5 IN SAN ANTONIO

REPRESENTED BY KATZ

NATIONAL SALES HEADQUARTERS, 488 MADISON AVE. N. Y.

TOM HARKER, V. P., NATIONAL SALES DIRECTOR

wdod cuts some fine figures

- More listeners!
- Greater coverage!
- Increased results!

Yes, WDOD offers all this plus top-notch radio programing 24 hours a day. Use WDOD . . . and profit.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

Agency Beat	10
Aircasters	54
Allied Arts	90
Editorial	50
FCC Actions	86
FCC Roundup	91
Feature of Week	16
Film Report	79
Front Office	52
New Business	14
On All Accounts	10
Open Mike	20
Our Respects to	50
Programs, Promotion, Premiums	85
Telerama	78
Telestatus	70
Strictly Business	16
Upcoming	36

TELECASTING Starts on page 55

WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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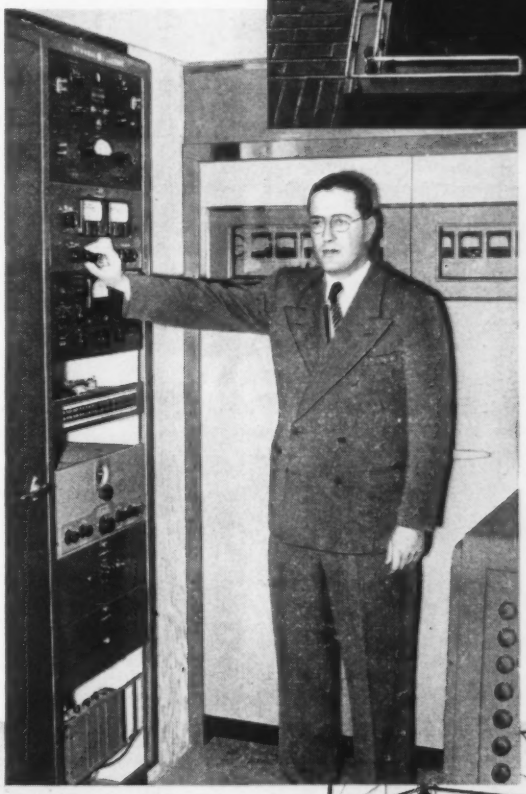
"G-E TUBES HELP US GIVE CLEVELAND DEPENDABLE TV!"

Says **THOMAS B. FRIEDMAN**
Chief Engineer, WXEL—Cleveland



"OUR AUDIENCE is loyal, because—for one thing—WXEL programs rarely are interrupted by transmission failures. Part of the reason is G-E tube dependability. Rectifiers, power tubes, receiving types: all these G-E tubes keep doing their rated job once we install them—don't fail unexpectedly, 'blacking out' our signal without warning.

"I'd like to say something about service, too. When we need a tube, G-E distribution goes all-out to get it to us fast. Their service day is 24 hours long. If a critical power tube arrives in the city by plane at 11 P.M., G.E. gets it to us from the airport before midnight!"

★ ★ ★

Thanks for your praise of G-E tube dependability and service, Mr. Friedman. General Electric is glad to have contributed to WXEL's success.

Station engineers everywhere can rely on (1) reliable G-E tube performance, (2) fast deliveries, (3) help from local G-E distribution in obtaining—by sound conservation measures—long life and high value from tubes in service. Benefit from these plusses. Get in touch with *your* nearby G-E tube distributor today.

AVAILABLE TO STATION ENGINEERS—"Essential Characteristics," a pocket guide to all receiving tubes in common use. Ask your G-E tube distributor for this convenient, useful reference book! Or write to *Section A, Tube Dept., General Electric Company, Schenectady 5, N. Y.*

TELECASTS ALL INDIAN HOME GAMES

● To thousands of Cleveland baseball fans, WXEL takes first place in video as a result of putting Indian home games on the air. Good mobile facilities also enable the station to cover all other local events of importance. Cleveland viewers have come to rely on WXEL for their spot pictorial news, and high-quality unbroken transmission—to which G-E tubes contribute—plays a key part in maintaining station popularity.

You can put your confidence in—

GENERAL ELECTRIC

161-1C2

SHOTGUN GUARD FOR TOLEDO'S *Christmas* SPENDING

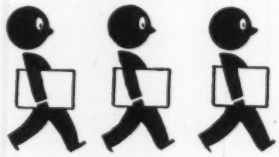
At this time of year throughout the nation spendable incomes are swelled by savings and bonuses —cash registers ring extra loud as TV sets, electrical appliances, autos, clothes and foodstuffs are added to Christmas shopping lists. To advertisers this season can mean extra volume—if the potential buyers are guided in their purchases. Here in Northwestern Ohio's Billion Dollar Market there is such a positive guide—WSPD. For 32 years people in this area have tuned to WSPD as their Christmas shopping advisor—have spent their dollars confident in "Speedy's" suggestions. So protect yourself in this heavy spending season—buy WSPD the one medium in Northwestern Ohio that offers guided results. In a sense—put "Speedy" on as your Shotgun Guard for Toledo's Christmas Spending.

WSPD AM-TV

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally by KATZ



agency

WILLIAM G. GEOGHEGAN, vice president, Compton Adv., N. Y., has resigned. He has not yet announced future plans.

JOHN F. MacKAY, vice president, Pedlar & Ryan, N. Y., to Anderson & Cairns, N. Y., as copy chief.

WILLIAM A. FOXEN, associate account executive, promoted to account executive on Assn. of American Railroads account, Benton & Bowles, N. Y.

MARTIN M. STONE to Doremus & Co., N. Y., on copy staff.

EDWARD F. GLACY, elected secretary of Harold Cabot & Co., Boston.

ROBERT W. BROWN, production manager, Ringer & Assoc. Inc., L. A., to Abbott Kimball Co., that city, in same capacity.

on all accounts

AS president of Broadcast Productions Inc., Detroit all-girl advertising agency which primarily handles automotive accounts, Lois Michels offers an explanation no more complicated than:

"Women are conscientious, hard workers in this field."

B-P-I, as the firm is better known, began in 1948 with Miss Michels and two men partners, as a production company producing and packaging radio and TV shows for advertising agencies. After the two men left the firm about two years ago, B-P-I emerged as a full-fleged advertising agency. The firm's growth into an advertising agency and an all-woman organization just came about naturally, its feminine president says.

Miss Michels, together with a general sales manager, four account executives, a production manager and an artist, all are women.

B-P-I, as a production company with as many as seven shows running at once, was tapped to assist with many promotions, both civic and commercial. Each year, for instance, the firm promotes the "Soup Bowl" football game, with profits going to the Capuchin Charity Guild to finance a year-around Detroit soup kitchen for homeless individuals.

In a promotion two years ago, B-P-I helped bring 30,000 people to Detroit's Convention Hall to a charity bazaar for the Christian Brothers, a Catholic order which operates a high school and a college in that city. The affair, featuring Dagmar, Jerry Lester and their television troupe which came from New York for the occasion, was one of the most profitable of its type ever held in Detroit.

Miss MICHELS

Some few weeks later, Ralph Ellsworth Inc., which claims to be the world's largest suburban Ford dealership, opened a new half-billion-dollar plant in Garden City, just west of Detroit. Promoting the event as a service for Ellsworth, for which it had been producing a radio campaign, B-P-I drew on entertainment field acquaintances to stage a show that brought 40,000 neighbors and potential customers into the new showroom and shop.

Word of B-P-I's success in these two campaigns established a new respect for the firm and for Miss Michels, and she was smart enough to take advantage of the new status by organizing B-P-I into an advertising agency when she

beat

WILLIAM R. HILLENBRAND, advertising staff, Procter & Gamble Co., to Sherman & Marquette, N. Y., as account executive.

ALDEN E. FORK to Tim Morrow Adv., Chicago.

EVAN W. HAYTER named managing director of new office which McCann-Erickson will open in Canada.

GEORGE McGIVERN, media director, Grant Adv., Chicago, to Glenn-Jordan-Stoetzel, same city, as director of media.

ROBERT C. DURHAM, general supervisor of advertising services, Metropolitan Life Insurance Co., to Kenyon & Eckhardt, N. Y., effective Dec. 1 as assistant to president in non-administrative functions.

Mr. Durham

FREDERICK A. LONG has resigned as radio-TV director for Geyer Adv., N. Y.

EDWARD SUTHERLAND, Hollywood motion picture director and producer, to radio-TV staff, McCann-Erickson, N. Y., as director of radio-TV production.

ROBERT J. WANAMAKER, Florsheim Shoe Co., to copy staff of Fulton, Morrissey Co., Chicago.

TOM SCHOLTS, head of Scholts Adv. Service, L. A., has become partner in Rhoades & Davis, S. F., and will represent that firm in L. A. while continuing his own agency operations.

W. RAY LUCAS Jr., copy and account man, Horton-Noyes Co., Providence, R. I., to copy staff, Gray & Rogers, Phila.

RICHARD I. CLARK appointed media director, Brisacher, Wheeler & Staff, S. F.

GENE L. COON to Patch & Curtis Adv., Long Beach, Calif., as public relations director.

CRAMER & Co., Hollywood, relocates at 6777 Hollywood Blvd. Telephone remains Granite 4137.

ELISE GAIGE, John Mather Lupton Co., N. Y., to Smith, Hagel & Snyder, that city, as publicity assistant.

---

found the firm besieged by new accounts.

Although B-P-I accounts vary, the all-feminine agency handles no "lace and perfume" or food advertising, the nearest to these being advertising of the James dishwasher and Lewyt vacuum for the Daybert Distributing Co. in the Detroit area. Included in the non-feminine accounts is a sand and gravel firm.

Lois Michels, after completing high school and a two-year business course, entered radio as a secretary at CKLW Detroit, then owned and operated by George B. Storer. While at the station she learned to write continuity, handle traffic, edit a weekly newspaper radio column and handle publicity and promotion for the station.

She joined the Fred Eldean Organization 12 years later as assistant to the firm's Detroit office manager, and aided in handling that firm's "Prosperity From the Ground Up" public relations program for Ford-Ferguson tractors. When Ford and Ferguson separated in 1946, Miss Michels served as an account executive for a Detroit advertising agency until she helped organize B-P-I.

Miss Michels has a high opinion of the broadcast media:

"Building an advertising agency has been a lot of hard work, but it would have been more difficult if it hadn't been for all the wonderful cooperation and help we have received from everyone connected with radio and television.

"B-P-I is very fortunate to be associated with an industry where consideration of others is the rule rather than the exception."

Miss Michels lives with her family near where Lake St. Clair empties into the Detroit River, a 15-minute drive from B-P-I's offices on the top floor of Detroit's Music Hall. She finds some time for golf and for the Republican Business Women's Club.

Spots with WHAM PERSONALITIES

TO MOVE A PRODUCT AT LOW COST

This master radio persuader provides the urge to buy and makes sales zoom. His low cost per thousand listener impression sales boosts have made business grow for sponsors on CLOCKWISE and FOR WOMEN ONLY.

Offer of a free weekend in New York City and real entertainment lured 40,000 to attend this audience participation quiz show last year. Conversion of his audience to buyers and boosters of the products he sells comes natural to Ross Weller.

➤ **Ask us about WHAM's high Pulse, low cost per thousand coverage of the rich 16-county primary market where most of the people listen 99.3% of the time to WHAM.**

The STROMBERG-CARLSON *Station*

WHAM

Rochester, N.Y.

Basic NBC - 50,000 watts
clear channel - 1180 kc

GEORGE P. HOLLINGBERY COMPANY, *National Representative*

Here's Proof WK

Cincin

AF

AFTE OONS

%	STA ON
55	
50	
45	
40	B
35	
30	C
25	
20	E
15	WKRC
10	
5	D
0	

MORNING

MORNING . . . 8:00 A.M. TO 12:00 NOON . . . MONDAY THRU FRIDAY

%	STATION	MAR APR '42	STATION	APR. '52
55				
50				
45				
40	B	38.8		
35			WKRC	30.6
30				
25	C	25.7		
20			B	18.7
15	D	15.2	E	17.3
10	E	10.9	D	14.6
5	WKRC	9.1	C	12.8
0				

DAYTIME STATIONS 2.6 1.4

And acco
Octo er
morn ng,
der a vert

David G. Taft, *Vice President*
Radio Cincinnati, Inc.
Kenneth W. Church, *National Sales Mgr.*
Radio Cincinnati, Inc.

WKRC

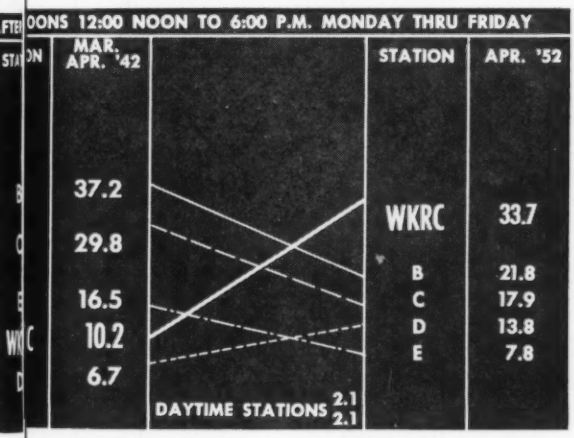
THE CBS NETWORK . . .

XUM

RC
nati

FTERNOON

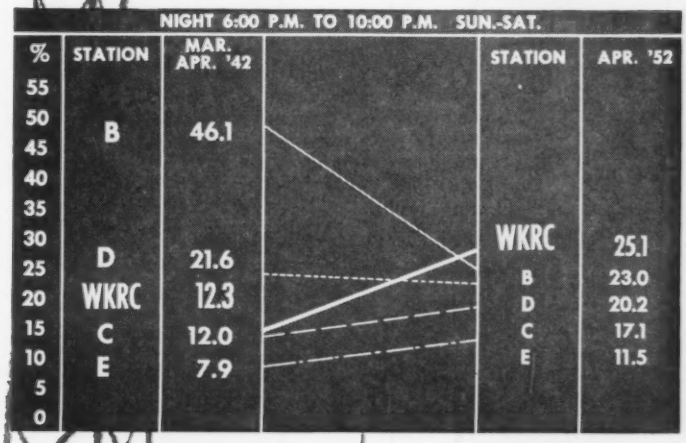
OONS 12:00 NOON TO 6:00 P.M. MONDAY THRU FRIDAY



according to the 1952 September- er Local Pulse, WKRC dominates ng, afternoon and evening. No won- vertisers choose WKRC.

EVENING

NIGHT 6:00 P.M. TO 10:00 P.M. SUN.-SAT.



BASED ON A 10 YEAR PERIOD

Comparison Cincinnati Hooper Share of Audience — March-April 1942 to April 1952

National and local sales up 21% over WKRC's former PEAK period (BEFORE TELEVISION). National sales up 25%; Local sales up 17%.

REPRESENTED BY THE KATZ AGENCY . . .

new business

Spot • • •

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Life cigarettes), adds total of 39 spot announcements weekly to those already scheduled on KNBH (TV) KLAC-TV KTLA (TV) KTTV (TV) and KNXT (TV) Hollywood, for 13 weeks from Nov. 17. Firm also started 8:20-8:30 p.m. PST segment of *Frosty Frolics* on KTLA (TV), Wed., for seven weeks from Nov. 19. Agency: Ted Bates & Co., Hollywood.

ACME BREWING Co., L. A. (Acme and Bulldog beer), renews *Hollywood Legion Boxing Main Event* on KECA-TV that city, and KFMB-TV San Diego, Sat., 10 p.m. to conclusion PST, for 26 weeks from Dec. 13. Agency: Foote, Cone & Belding Inc., L. A.

Network • • •

AMERICAN CHICLE Co., N. Y., will sponsor return of half-hour *Date With Judy* show on ABC-TV, Wed., 7:30-8 p.m., effective Jan. 3. for 52 weeks. Agency: Dancer-Fitzgerald-Sample, N. Y.

SONOTONE Corp., Elmsford, N. Y., sponsoring Cedric Adams' commentary on CBS Radio, Sun., 4:55-5 p.m. EST and first five minutes of Mr. Adams' 10:35-10:45 p.m. EST Monday program, effective Dec. 1. Agency: Kudner Agency, N. Y.

AMERICAN LARDER SUPPLY Corp., Woodside, Long Island, N. Y., sponsoring *Payroll Party* on ABC radio, Sat., 11:30-11:55 a.m. Agency: M. J. Jacobs Inc., N. Y.

PHILCO Corp., Phila., renewing *Edwin C. Hill and the Human Side of the News* over ABC radio, Mon.-Fri., 10:30-10:35 p.m. EST for 52 weeks, starting Dec. 29. Agency: Hutchins Adv., Phila.

GREYHOUND Corp., Chicago, signs as second participating sponsor of *Omnibus*, 90-minute Ford Foundation TV-Radio Workshop series on CBS-TV, Sun., 4:30-6 p.m. EST, effective Jan. 4 [CLOSED CIRCUIT, Nov. 17]. Agency: Beaumont & Hohman, Chicago.

Agency Appointments • • •

SABERLY PRODUCTS Corp., Phila., appoints McKee & Albright, same city, for new luggage line.

CINEMA RESEARCH Corp., Hollywood (motion picture optical printing and effects), appoints George Burtt Adv. Service, that city.

COLONIAL DAMES Inc., Hollywood (cosmetics), appoints Geoffrey Wade Adv., that city. **SNOWDEN HUNT Jr.** is account executive. Radio-TV will be used.

EAGLE LOCK Co., Terryville, Conn., subsidiary of Bowser Inc., appoints Wilson, Haight & Welch Inc., Hartford, effective Jan. 1.

AMERICAN Div., Kiwi Polish Co., Melbourne, Australia, appoints N. W. Ayer & Son, Phila.

J. P. SMITH SHOE Co., Chicago, appoints Kuttner & Kuttner, same city. Broadcast media is under consideration.

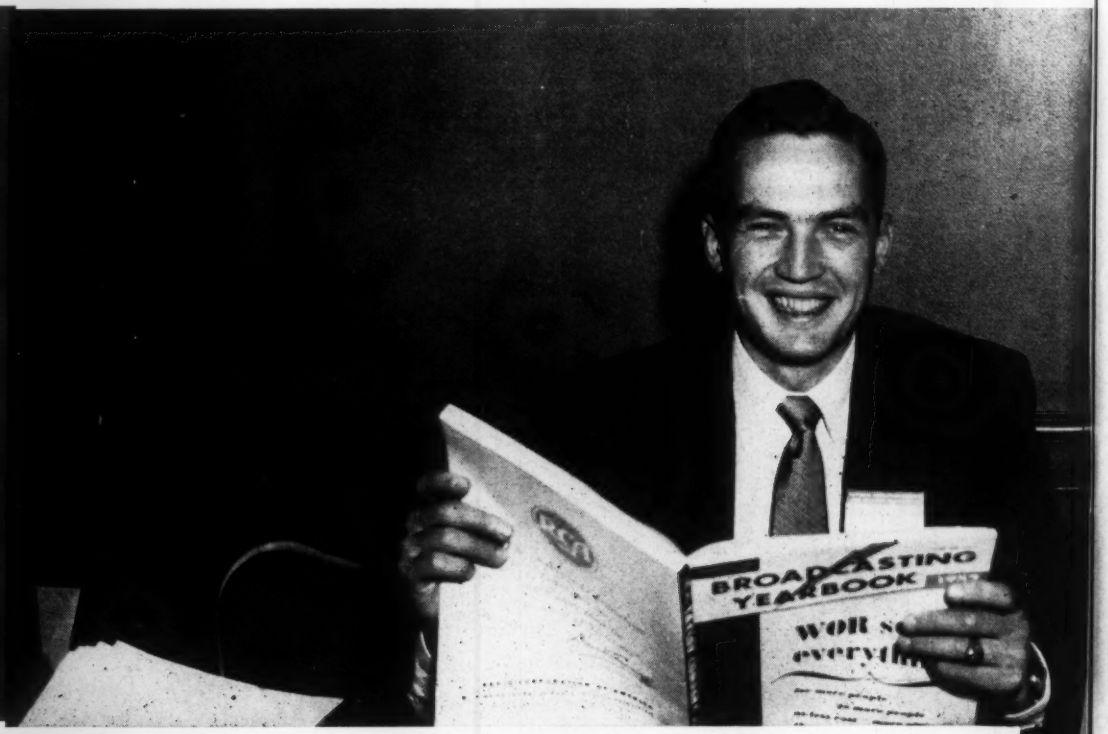
Adpeople • • •

MARGARET HERBST to advertising department, Monsanto Chemical Co., St. Louis, as public relations consultant.

WALTER ADDISON WATSON, advertising manager, Packard-Bell Co., L. A. (radio-TV sets), to Great Lakes Carbon Corp., that city, as advertising manager of Perlite Div. (Permalite products).

HENRY C. RICE sales manager, and **HOWARD HAYES**, advertising manager, Southern Calif. Edison Co., L. A., promoted to sales director, and advertising-publicity director, respectively.

WHAT BETTER PLACE than here



to hit your point of purchase? Dewey Yeager, J. Walter Thompson, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. *It works for you every working day of the year—the annual one-time shot campaign.*

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! FINAL DEADLINE: DECEMBER 8. CALL COLLECT

WBAL Offers a Mighty Advertising-Merchandising Plan!

"Operation Chain Action"

Strike *twice* at your customer with WBAL'S unique OPERATION CHAIN-ACTION—at home with radio commercials, and at the point of sale. Food advertisers guaranteed powerful point of sale promotion in over 213 leading chain food stores coupled with the unequalled power of radio advertising for mass selling. Give your product's advertising that *needed, doubled-barrelled* impact with CHAIN-ACTION. Complete details on request.

50,000 WATTS

WBAL

NBC IN MARYLAND

NATIONALLY REPRESENTED BY

EDWARD PETRY & CO.

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for two years, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented by NBC Spot Sales

feature of the week

TO USE radio to promote a fashion catalogue was indeed unusual.

When the Friend-Reiss-McGlone Agency, New York, recommended that Grayson-Robinson try radio to distribute its new Christmas catalogue, the dubious client scoffed. Catalogues were never promoted via radio. Ad men Harold Reiss and Ed Ratner persuaded the client that radio might do the job and suggested Jack Sterling on CBS Radio at 5:30 a.m. The client recoiled at first, but then agreed to test radio and Mr. Sterling.

The result was that Jack Sterling promoted the Grayson-Robinson catalogue with one-minute spots for one week on his early morning show. He asked his listeners to send in for free catalogues. More than 1,200 requests were mailed within a week.

The extraordinary success of the unorthodox method of catalogue distribution is a testimonial to the still great pulling power of radio. In view of the results, the firm plans to use extensive radio in the future for promotion and dissemination of its catalogue.

strictly business

REUBEN R. KAUFMAN, president of Guild Films Inc., is a salesman at heart. And he realized that ambition approximately a year and a half ago, when he closed the doors of his Chicago advertising agency and became a "TV film peddler."

Belief that the "high price of TV advertising has to come down to reasonable levels" and a feeling that the answer "lies in greater use of film" were behind his move.

It was a big decision to make. Kaufman & Assoc. Inc. had a billing close to the three million mark for 1950. Seven months prior to disbanding the agency, Mr. Kaufman's enthusiasm over television's future led him to obtain exclusive sales rights to the three-and-a-half-minute Snader Telescriptions. By the end of 1950 he had formed and was heading Snader Telescriptions Sales Inc., in addition to conducting his agency business.

Unshaken by First Experience

This confidence in video was unshaken despite the agency's first TV show, "an experience so horrible that it's best forgotten." But others, more successful, followed, until in 1950 he was handling nine lives, one network and two film shows for TV.

As the "film shows were a pleasure to handle," distribution of such programs became the next step.

But the combined activity of his interests proved too much. In June, 1951, the agency was disbanded with the accounts going to the firm's account executives.

Distribution of the Snader musical films kept him busy for the next year. In June, 1952, he organized Guild Films, "dedicated to

Mr. KAUFMAN
. . . urges film at reasonable prices

* * *

the distribution of outstanding quality TV film shows at down-to-earth prices." Headquartered in New York, syndication and sales offices are located in Hollywood, Chicago and Cleveland.

The know-how that went into formation of Guild comes from long experience. Starting some 33 years ago in Chicago as a copywriter for a local department store, Mr. Kaufman furthered his sales education through association with various agencies in that city. Then the birth of TV gave him his medium.

"Selling is a talent based on fundamental principles," according to Mr. Kaufman's way of thinking, "which are the same whether you are selling film or anything else."

In the matter of eliminating un-

(Continued on page 52)

Extras for Advertisers

✓CAR CARDS
✓24-SHEET POSTERS
✓WINDOW DISPLAYS
✓DIRECT MAIL

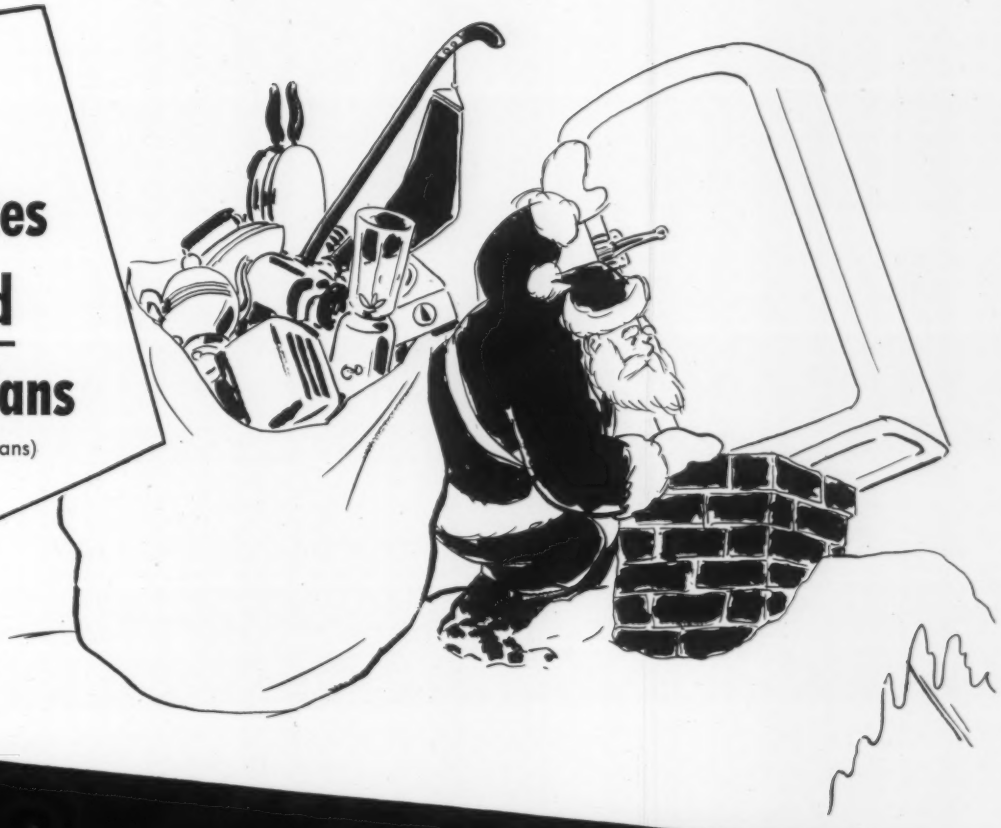
this hard-hitting sales support, blanketing the entire area, is in addition to complete radio-coverage of Philadelphia—America's third largest market... a six billion dollar market for your product!

WIBG
DIAL 990

10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
RADIO REPRESENTATIVES, INC.

To sell Appliances to inland Californians

(and western Nevadans)



. . . Be on the Beeline

Appliances or automobiles, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

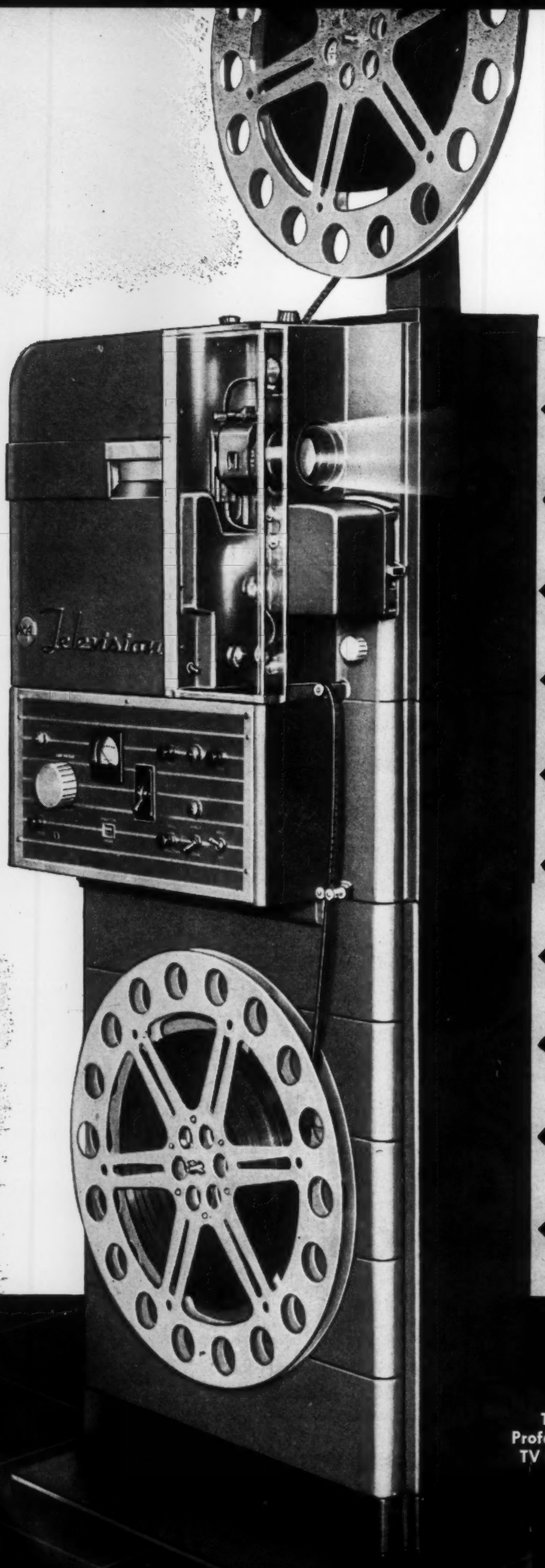
Sacramento, California Paul H. Raymer, National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

KFBK-FM	KMJ-FM	KERN-FM	KBEE-FM
Sacramento 96.9 megacycles, channel 45	Fresno 97.9 megacycles, channel 50	Bakersfield 94.1 megacycles, channel 31	Modesto 103.3 megacycles, channel 77

A million people listen to the Beeline every day

The only



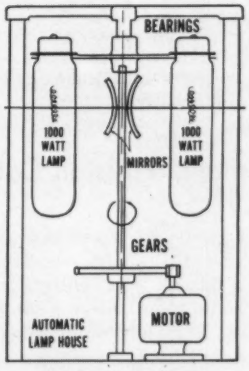
- 2-3 claw with jeweled tip assures long life
- Changes projection lamp *automatically*
- Dual focus controls
- New precision optical system—f 1.5 projection lens with "built-in" infra-red filter
- Handles 4000-ft. reels—compensated "take-up" provides constant tension
- "Still frame" projection with 2-second stabilization of picture and sound
- Framing without image displacement
- Framing and motor hand-turnover controls accessible from either side
- Instantaneous exciter lamp change . . . lever operated!
- Everything unit-built for easy maintenance

RCA
Type TP-6A
Professional 16mm
TV Film Projector

XUM

professional 16 mm film projector

...specifically designed for television!



Automatic projection lamp change—takes less than a second!

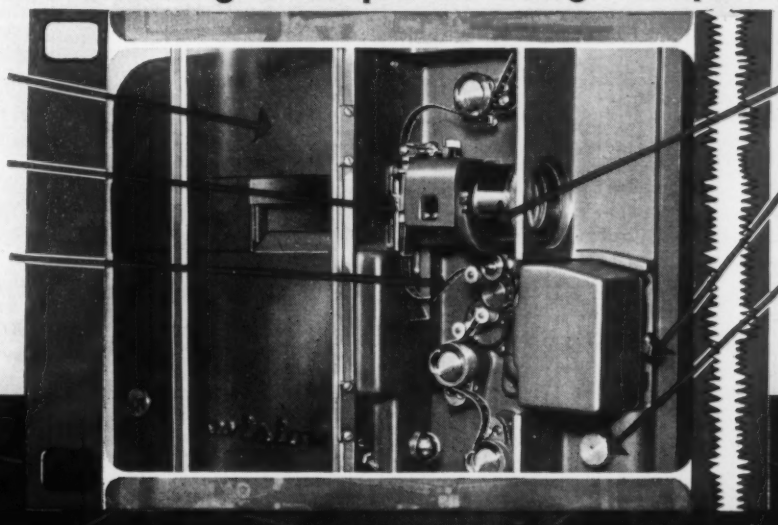
HERE IS A professional equipment that fits television film standards exactly . . . the new RCA 16mm Film Projector Type TP-6A. It is designed to meet every requirement of the TV station looking for the best picture quality possible from 16mm film.

Unlike standard 16mm projectors now available, the TP-6A is newly engineered from "base-to-reels." New *f*/1.5 lens, new framing system, new dual focus arrangement, are among the features that contribute to its outstanding picture quality. New broadcast-quality amplifier assures high-quality sound. New 4000-foot reels (with compensated take-up), new 2-3 claw intermittent in oil, and new automatic lamp change-over, combine to provide unsurpassed operating convenience and film-show reliability.

For a vast improvement in 16mm picture quality—nothing approaches the TP-6A. Check the 10 important features at the left.

For more details and delivery information call your RCA Broadcast Sales Representative.

An outstanding example of design simplicity


"See-through" Lucite door panel
Full inch clearance between aperture plate and lens gate
Simple film path
f/1.5 projection lens
Lever for exciter lamp change-over
Focus control—front and rear

RCA **RADIO CORPORATION of AMERICA**

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

Savvy Savoyard

EDITOR:

I looked in vain for a by-line on "In Review" [Nov. 17] wherein somebody did a swell critique on the initial trip of TV's new *Omnibus*. . . .

I did get a neat little kick out of your reviewer's undoubted acquaintance with G & S which he neatly betrayed by mentioning in the same paragraph "The Mikado" and that "90 minutes is too long to sit in solemn silence. . . ."

Simple how one Savoyard detects another, isn't it?

W. B. (Pe-Yu-Bah) McGill
Advertising Manager
Westinghouse Radio Stations Inc.
Washington, D. C.

open mike

Rooter

EDITOR:

. . . Your NCAA-TV article [B•T, Nov. 17] . . . is a most comprehensive coverage of all phases of the controversy, and should go a long way toward bringing about a better understanding of the situation.

Francis T. Murray
Director
Dept. of Intercollegiate Athletics
U. of Pennsylvania
Philadelphia

Poo To Peru

EDITOR:

. . . Those of us who abide in Lima, O., have desired to do something about the incorrect pronunciation by so many who refer to our fair city as "Leema." This long burning desire on our part came to a head recently when the first letter from a service man in the Pacific, concerning the hydrogen bomb, was published by our newspaper, the *Lima News*, and subsequently sent throughout the country, through Associated Press, thus causing network commentators to make reference to "Leema" and the "Leema News."

Through the joint efforts of the Lima Assn. of Commerce, the *Lima News*, Austin Productions and radio stations WIMA and WLOK, the attached limerick has been sent to all network commentators. . . .

In the land of the llama
There's a city named Lima.
Such a city's in Peru, 'tis true.
But be it known, commentators,
Pundits, prognosticators:
For once we've got news for you—
In our fair Ohio city,
Oft mispronounced, a pity,
The llama never was, nor the "leem."
So remember what we say;
It's Lima, U.S.A.
The city's pronounced like the bean.

B. O. Runnerstrom
General Manager
WLOK Lima, Ohio

* * *

Testimonial

EDITOR:

. . . I am a regular reader of your excellent magazine and like it.

O. L. Westgate
Vice President
Atlantis Sales Corp.
(French's Mustard)
Rochester, N. Y.

* * *

Commercials on Campus

EDITOR:

I read with great interest your article on the Keystone Broadcasting System [AT DEADLINE, Nov. 17] and their college network division. Certainly we in college radio are delighted to see this interest which is being shown not only by the Keystone Broadcasting System but by broadcasters and advertisers all over the country.

However, I don't think that the campus-limited radio stations which are operated by students should be overlooked when considering reaching the college market by radio. The Intercollegiate Broadcasting System was formed in 1940 to represent these stations nationally and it is still successfully doing so today. . . . These undergraduate radio stations are found on campuses throughout the country at every major university. . . .

Ralph D. Schmoll
President
WKCR Columbia U.
New York

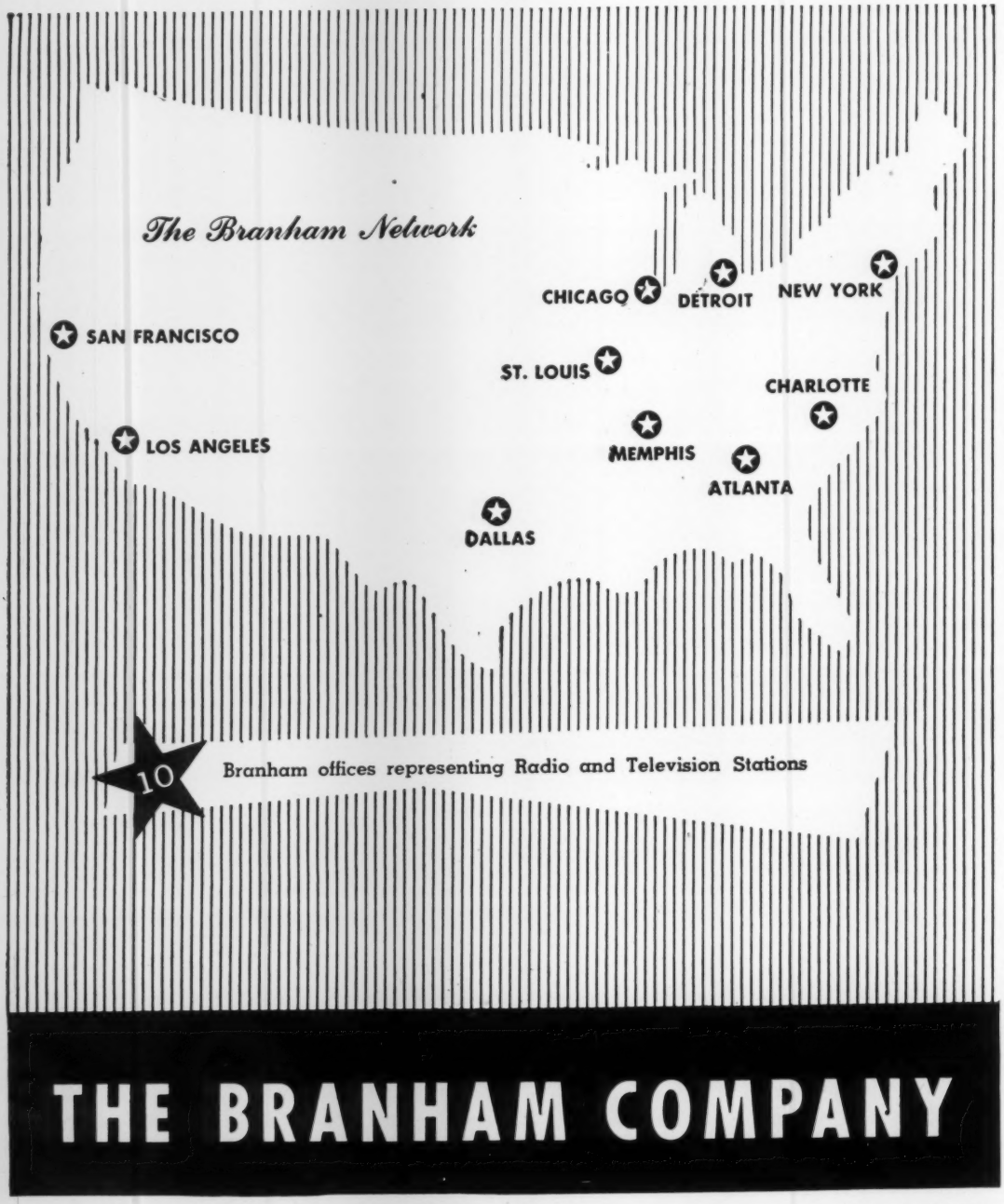
* * *

Faithful Reader

EDITOR:

. . . No matter how busy I get. I always manage to read BROADCASTING • TELECASTING from cover to cover as I have done for over 20 years.

Harry Bannister
Vice President
NBC
New York



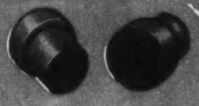
Engineered today for your needs tomorrow!

MYCALEX®

PRECISION-MOLDED MYCALEX 410 TRANSISTOR SOCKETS

—now in the pilot production stage
—engineered in advance of actual need

In keeping with the MYCALEX policy of progressive design in advance of needs, these Transistor Sockets were engineered months ago and are now in small scale pilot production. They'll be available in quantity in advance of actual needs.

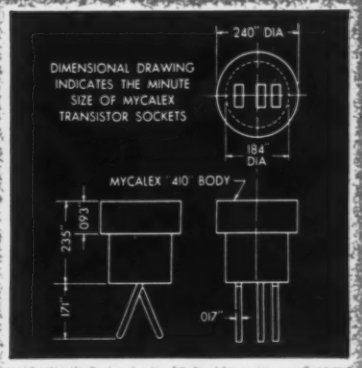


Achievement in
PRECISION MOLDING!

The production of Mycalex Transistor Sockets is a real accomplishment of precision molding in miniature. The holes for the leads are the smallest ever molded. All tolerances are exceedingly close. Mycalex production engineers are proud of their achievement . . . particularly because low-cost, mass production techniques can be adhered to.

The body is precision-molded of MYCALEX 410, glass-bonded mica insulation for lasting dimensional stability, low dielectric loss, immunity to high temperature and humidity exposure combined with maximum mechanical strength. The loss factor is only 0.014 at 1 MC and dielectric strength is 400 volts/mil.

Contacts can be supplied in brass or beryllium copper. The sockets are readily solderable. The socket bodies will not warp or crack when subjected to high soldering temperature. They function in ambient temperatures up to 700° F.



Mycalex Low-loss Tube Sockets and Multiple Headers

A complete line of tube sockets including sub-miniature types is available in Mycalex 410 and Mycalex 410X glass-bonded mica insulation. Comparative in cost to ordinary phenolic sockets they are far superior in every respect. Dimensional accuracy is unexcelled. For complete information on standard and custom Tube Sockets or Multiple Headers, call, wire or write . . . there is no obligation, of course.

MYCALEX TUBE SOCKET CORPORATION
Under Exclusive License of Mycalex Corporation of America
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

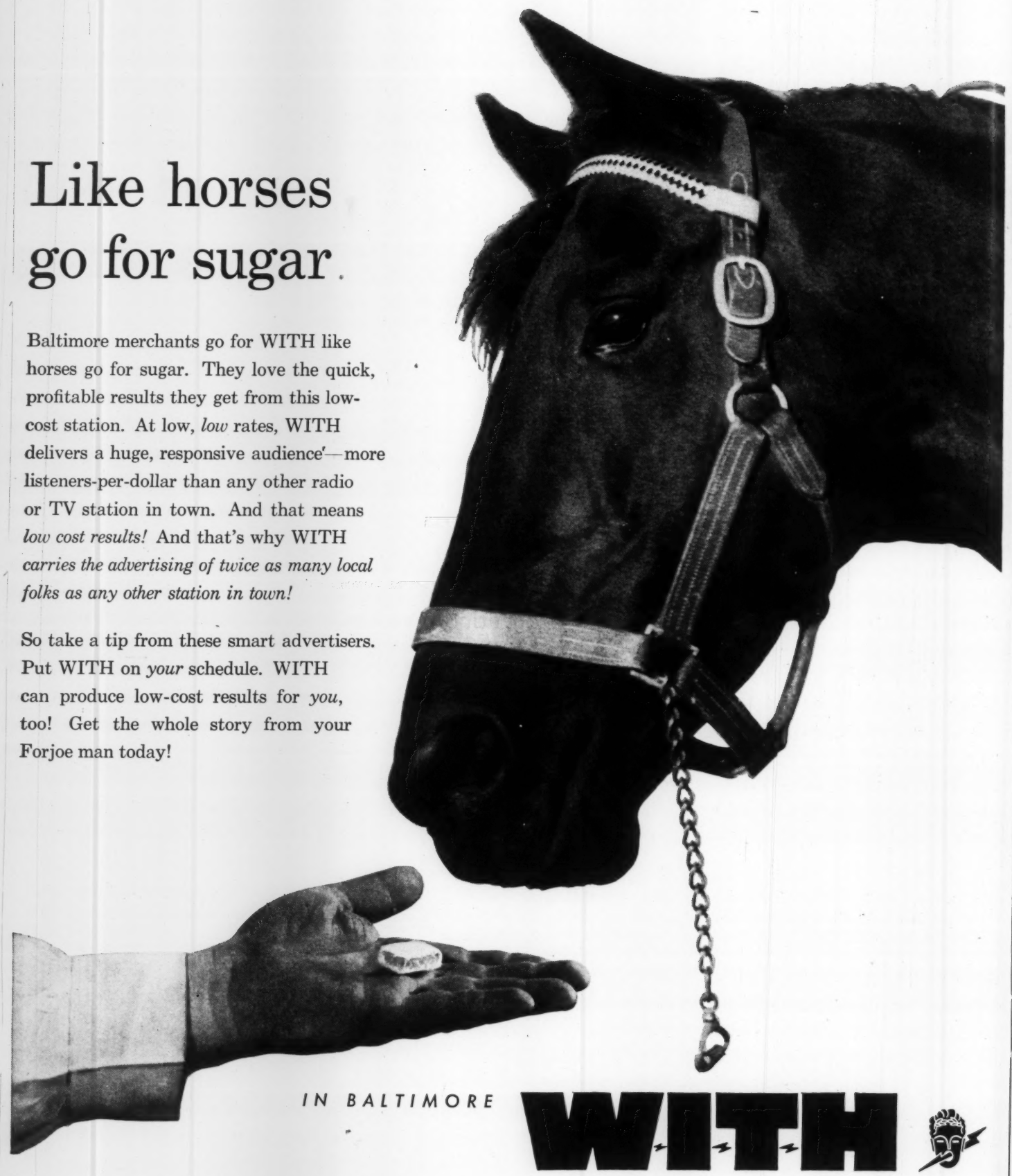
SINCE 1919 MYCALEX THE INSULATOR®

MYCALEX CORPORATION OF AMERICA
Owners of 'MYCALEX' Patents and Trade-Marks
Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20—Plant & General Offices: CLIFTON, N. J.

Like horses go for sugar.

Baltimore merchants go for WITH like horses go for sugar. They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!



IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

Vol. 43, No. 22 DECEMBER 1, 1952

RADIO-TV WIN EISENHOWER'S RECOGNITION

Vigorous protests against exclusion of radio and television from the news party covering Gen. Eisenhower's Korean trip paid off last week when James Hagerty agreed to admit both to pool. The experience should set a valuable precedent in Mr. Hagerty's dealings with news media after he becomes the White House press secretary.

Hagerty, Hobby New Appointees

THE APPOINTMENT of James C. Hagerty as press-radio secretary to President-elect Dwight D. Eisenhower, announced last Thursday, came at an auspicious moment for radio-TV broadcasters throughout the nation.

Mr. Hagerty has been in the forefront of the controversy over the original selection of newsmen to cover Gen. Eisenhower's Korean trip. Pool was changed last week to accommodate radio-TV newsmen, omitted from the original list—a marked triumph for the broadcast media. (see adjoining story.)

Mr. Hagerty, who has been serving as Gen. Eisenhower's news secretary since the convention, held a similar post with Gov. Thomas Dewey of New York from the 1944 campaign. He formerly was with the *New York Times*, and is regarded generally as friendly to the broadcast media. He has been active on behalf of Gov. Dewey's radio-TV activities.

Hobby Appointment

In another development President-elect Eisenhower's appointment last Tuesday of Mrs. Oveta Culp Hobby to be Federal Security Administrator marked the first time that a woman broadcaster-publisher will attain near-Cabinet status.

While the Federal Security Agency is an independent office with sub-Cabinet status, the President-elect has stated Mrs. Hobby will be asked to attend Cabinet meetings.

Mrs. Hobby is editor-publisher of the *Houston Post*, which owns KPRC-AM-FM-TV, and is former director of the World War II Women's Army Corps. Her new appointment occasioned little surprise in political and broadcast quarters [CLOSED CIRCUIT, Nov. 17, July 14].

In announcing the appointment, Gen. Eisenhower praised her as an "outstanding woman" and said he was honored to have her participation in government. Mrs. Hobby, a registered Democrat who backed the General from the outset, accepted the post "with great humility." She succeeds Oscar Ewing, present Administrator.

President-elect Eisenhower's

(Continued on page 40)

CAMPAIGN FUNDS

House Inquiry Underway Today

CONGRESSIONAL scrutiny of 1952 campaign expenditures, including money spent on radio and television, assumes concrete form this week with the opening of week-long hearings on Capitol Hill.

Sessions get underway today (Monday), with Rep. Hale Boggs (D-La.) heading up a Special House Committee to Investigate 1952 Campaign Expenditures. Plans for the inquiry were announced last Thursday.

Ralph Hardy, NARTB government relations director, has been chosen to testify at Wednesday's hearing. He was named by NARTB President Harold E. Fellows in response to a request from Rep. Boggs.

Chairman Boggs notified Mr. Fellows that his group had called the sessions for the purpose of re-examining the Hatch and Federal Corrupt Practices Acts regulating the conduct of campaigns and electional committees. Basis of the dial legislation during the 83d Congress.

Re-examination Needed

Rep. Boggs said the "tremendous cost" of radio-TV "suggests the need for an immediate re-examination" of election laws. Aside from Mr. Hardy, experts from advertising, newspaper and political groups will be called as witnesses, including chairmen of both political national committees. Basis for this inquiry is H Res 558 authored by Rep. John McCormack (D-Mass.)

The committee is expected to elicit information on the radio-TV time sold to political groups, network policies on political broadcasts, equal time opportunities and other aspects, including perhaps suggestion of block time programming for future campaigns. Advisability of raising the ceiling on expenditures by candidates is being studied.

This was the tack by the Senate Privileges & Elections Subcommittee last April when industry witnesses testified. This group also has been active recently, but on another approach—compiling data on time and space purchases by political groups.

Subcommittee spokesmen reported gratifying response from broadcasters to their questionnaires seeking detailed information on time purchases. Deadline on the forms was last Monday. Similar questionnaires have been mailed out to newspapers and political organizations.

The Senate unit, unlike the Boggs group, has not scheduled any hearings on the study, the purpose of which is similar—revision of federal laws permitting candidates for membership in the Senate and House to spend more than the $25,000 and $10,000, respectively, now authorized. Reason for this scrutiny is the inflated value of the dollar and high cost of radio-TV campaigning.

The Senate group is contenting itself, for the present, with merely a fact-gathering job on one hand, while looking into overall campaign irregularities in certain areas in conjunction with the House Privileges & Elections Subcommittee.

Places for Both In Korean Pool

RADIO and television triumphed in their battle for equal treatment with other news media last week when they were each granted representation on President-elect Dwight D. Eisenhower's projected visit to Korea.

The decision to include radio and television representatives followed a storm of protests from broadcasters 10 days ago [B•T, Nov. 24] and a series of conferences in New York last Tuesday and Wednesday between network executives and James C. Hagerty, the President-elect's press-radio secretary.

After broadcasting executives had outlined their reasons for insisting upon radio and TV representation at Tuesday's session, Mr. Hagerty agreed to add a radio reporter to the pool of three press association reporters, one still photographer and one newsreel man, originally designated to provide coverage. But network representatives pressed for the inclusion of a TV man at another meeting late Wednesday and finally won their point—at least in part.

TV to Join in Korea

It was explained that the TV representative could not be accommodated on the Eisenhower plane because of space needs, and the networks agreed to use a man already in the Far East.

By a drawing it was decided MBS should supply the radio and NBC the TV pool representatives on the trip. MBS designated commentator Everett Holles to accompany President-elect Eisenhower and NBC chose cameraman Julius Zenier of the Tokyo staff to join the party in Korea.

Participating in the conferences with Mr. Hagerty were: J. L. Van Volkenburg, CBS-TV president, and Fritz Littlejohn, managing editor of CBS-TV news division; Milton Burgh, MBS director of news; Joseph Meyers, NBC's manager of central news desk, and Frank Bourgholtzer, NBC White House correspondent; Dallas Townsend, CBS Radio special events director, and Henry Wefing, assistant

(Continued on page 38)

ABC PROMOTES

Materne, Samuels, Renault

APPOINTMENT of WJZ New York's manager, William M. Materne, to the new post of national spot sales manager of ABC's owned radio stations, and two other major promotions within the ranks of the ABC key station are being announced today (Monday) by Ted Oberfelder, director of owned radio stations.

Mr. Materne

Hartley L. Samuels, WJZ account executive, advances to the position of manager of WJZ, succeeding Mr. Materne, while Michael A. Renault, another WJZ account executive, becomes sales manager of the station succeeding Warren Jennings, who has resigned.

All three appointments are effective today (Dec. 1).

In his new role as national spot sales manager for the network's owned radio stations, Mr. Materne

Mr. Samuels

Mr. Renault

will handle administrative matters for the network. National spot sales for these five stations, as well as ABC's five TV stations, are handled by the representation firms of Edward Petry & Co. and the John Blair organizations.

With ABC Since '49

Mr. Materne has been with ABC since September 1949, when he joined the sales staff as an account executive after serving as a salesman for MBS. He was promoted to general manager of WJZ last March 7. He started his radio career in 1938 as a member of the sales staff of the Blue Network, ABC's predecessor. During World War II he was in the Navy from 1941-45, attaining the rank of lieutenant.

Mr. Samuels also has been in radio since 1938, having served with CBS and NBC—as director of program promotion at the latter network— and, more recently, with WOR New York and, as general manager, with WFDR (FM) New York.

Mr. Renault was associated with national spot representation firms for a number of years. He joined the WJZ sales staff in December 1950.

Future plans of Mr. Jennings, leaving the WJZ sales managership, have not been announced.

DON LEE RATES

Equalized Scale Adopted

STEP toward a single rate structure for Don Lee Broadcasting System was effected last week with announcement by President Willet H. Brown that the network will have a new basic rate of $1,500 per hour between 7 a.m. and 10:30 p.m., effective Jan. 1.

The approximate 44% cut in the prevailing nighttime rate of $2,700 per hour was not "predicated on what other networks serving the same area are doing or may do in the future," Mr. Brown said. "It has been done to assure present advertisers of greater values than ever before and to attract new advertisers who have never experienced the tremendous potential of Don Lee radio advertising."

As agreed upon last week by the 45 Don Lee affiliates in California, Nevada, Oregon, Washington and Idaho, the remaining time periods, 6-7 a.m. and 10:30 p.m.-12 midnight, will keep the hourly rate of $1,000.

Weekly Discounts Continue

Weekly discounts, applicable on $600 minimum per week, will continue as at present. The discounts follow:

Weekly Gross Billing:	Consecutive Weeks: 13	26	52
$600-$1,200	2½%	7½%	12½%
$1,200-$1,800	5%	10%	15%
$1,800-$2,400	7½%	12½%	17½%
$2,400-$3,000	10%	15%	20%
$3,000-$3,600	12½%	17½%	22½%
$3,600 or more	15%	20%	25%

"Most advertisers have been watching closely the changes in all radio network's rates for the past year-and-a-half," Mr. Brown explained. "Some of these changes have had their origin in the evolution of TV markets. Others have been founded on pressures from various sources and a few were made necessary in order to maintain a competitive position.

"These revisions," Mr. Brown opined "have been merely temporary stops on the road to the ultimate establishment of a single rate structure for both day and night broadcasting."

WCBS NAMES BLAKE

To Top Publicity Post

APPOINTMENT of Robert Blake, former publicity director of WOR-AM-TV New York, as director of public relations, publicity and exploitation for CBS-owned WCBS New York was announced last week by George Crandall, director of press information for CBS Radio, and Carl Ward, general manager of WCBS.

Mr. Blake

He succeeds Margaret Kennedy, who moves to the WCBS program writing staff, assigned to the *Emily Kimbrough Show*.

Mr. Blake served on the staff of the *New Yorker* magazine for five years before joining WOR as a continuity writer and editor. He was successively trade news editor, assistant director of publicity, and director of publicity before resigning from WOR last June.

He currently teaches a class in radio and television publicity at New York U.'s School of General Education.

Miss Byers Joins BAB

JANET BYERS, director of sales promotion and merchandising for WBNS-TV Columbus, has joined Broadcast Advertising Bureau's local promotion department in New York as sales aid publications writer.

WAFB STOCK

WDSU Buys Minor Interest

PURCHASE of a minor stock interest in WAFB-AM-FM-TV Baton Rouge, La., by WDSU-AM-TV New Orleans was announced last week by principals of both stations. WDSU has acquired an option to purchase additional stock to a total amount of about 20%. FCC consent is not required.

Modern Broadcasting Co., licensee of WAFB and permittee of uhf Ch. 28 WAFB-TV, now under construction, had outstanding 1,970 shares of $100 par common stock prior to the WDSU agreement. WDSU buys 250 shares newly issued stock and agrees to "secure purchaser" for 5% debentures totaling $10,000. WDSU holds option to buy up to 510 additional new shares, concurrent with which it would arrange for purchase of $28,000 in debentures.

Louis S. Prejean, president of Modern Broadcasting, said having WDSU as a shareholder would be "exceedingly helpful" to the firm. He continued: "WDSU-TV has been operating as the only television station in Louisiana for a period of almost four years and the opportunity to consult with, and draw from the experience of its staff in television will be of unquestionable value to the management of WAFB-TV, particularly in the early stages of its operation."

WAFB-TV Target Date

WAFB-TV hopes to commence operation around Jan. 1. It will carry all four networks.

Edgar B. Stern Jr., president of WDSU Broadcasting Corp., stated, "It has been our desire for some time to have a closer affiliation with the capital city of Baton Rouge, and we are confident that our participation in the operation of WAFB-TV will have a definite value to us and our viewing public in terms of exchanging program materials and maintaining a close link with the activities of the capital."

Expressing confidence in the future of uhf there, Mr. Stern said that "based upon its performance in Portland, Ore., we believe that it will render excellent service in the Baton Rouge area, where the geographical characteristics are ideally suited for uhf."

Fire Safety Contest

RADIO and television and newspapers were invited by the National Board of Fire Underwriters last week to participate in its 1952 Goldmedal awards competition for public service in fire safety and fire prevention. This marks the 11th straight year the awards have been made in radio, the first time in television.

XUM

HONEYMOON OVER?

Growth Brings Buyers

By FLORENCE SMALL

IS the honeymoon in television over?

With more and more stations taking to the air, national advertisers and their agencies are growing increasingly selective in their demands on their transmitting partners in the new medium. As far as the outlets are concerned, it has become a buyer's market and station executives are being forced to sell harder and harder to retain what they have and to forestall any roving to other stations and other media.

From the point of view of the advertiser and his agency, the galloping expansion of stations is causing him to take a long second look, from which have emerged several "patterns for housekeeping" represented in the policies of a number of industrial bellwethers.

As one agency executive put the problem, "we just can't go on buying indiscriminately any new station that opens up. Our budgets simply can't stretch to cover the limits of the new expansion, and we're finding that some of the outlets just aren't worth covering with good money."

Indicated Pattern

The emergent patterns of selectivity—and they affect principally, of course, the secondary markets—would seem to be represented by the following:

Procter & Gamble, it is understood, is considering setting up what is called a "penetration standard." By its terms the company, after purchasing its staple of network outlets, will require in its optional markets a coverage of about 30,000 sets.

Other grocery accounts, such as Pet Milk, National Biscuit, Pillsbury and Lever Brothers, follow what amounts to the same principle but in slightly different form. It was described by one industry member as the "policy of creeping expansion." The pattern generally is to buy approximately 30 stations on the network and then to branch out, when expansion is required, into already proven outlets, adding brand-new markets slowly and only after careful checking for proof of performance.

Another policy, which on the face of it would seem to be different but is actually not too dissimilar in effect, is that of such advertisers as Lucky Strike and Westinghouse. Working with somewhat more margin than the earlier mentioned advertisers, these sponsors march rather boldly into new stations to establish time "franchises."

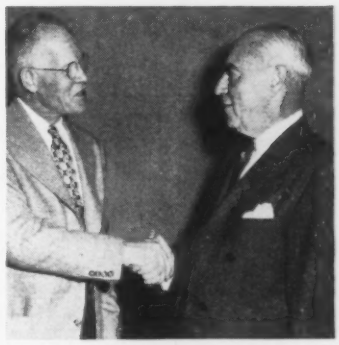
The motive, as one executive explained it, is to inspire the sale of more sets in the new area by the lure of good programs. Thus, instead of waiting for the market to develop, the tactic is to develop the market. The similarity to the other techniques of selectivity derives from the acknowledgment that where the market fails to develop the promotion will be curtailed or discontinued.

Conoco, typifying the same practice but in spot advertising, acts in a like manner to secure its rights to preferred time periods.

Yet even these "pioneering" advertisers presumably will shortly reach a point where the formidable economics of television will impose a limitation on their missionary ventures to only those areas where without a doubt, the natives are friendly.

SESAC Extras

TWO special New Year's scripts are being distributed to SESAC transcribed library subscribers with their December shipments: *New Year's Eve Dance Parade*, and *Mr. Muggins Meets the New Year.*



CHARLES (Chick) Freeman (l), sales manager of WLS Chicago, takes over as president of the Western Advertising Golfers' Assn., succeeding Don Smith, advertising manager of Wilson & Co., meat packers. The group was established in 1904, and includes 200 members of the advertising field.

UP Radio Bonuses

UP announced last week that three of the 10 year-end bonus features it will deliver to radio clients are: *Man of the Year* (President-elect Dwight D. Eisenhower); *Woman of the Year* (Mrs. Eisenhower), and *The Year's Biggest News Story* (Gen. Eisenhower's election).

PATTON SUIT

Token Settlement Made

TOKEN settlement, made out of court, has resolved the $121,000 damage suit filed by Roche-Eckhoff & Assoc., Hollywood advertising agency, against George Patton, former account executive with the firm and now head of a Beverly Hills agency bearing his name [B•T, Aug. 18].

The legal action, instituted Aug. 5 in Superior Court of Los Angeles, charged that Mr. Patton took three accounts with him when he severed relations with the plaintiff, Nov. 1, 1951.

Under terms of the settlement, Roche-Eckhoff released Mr. Patton from all claims arising out of their past association. The three accounts, Urich's Serve Yourself Gasoline Stations, James J. Kerwin Co., Los Angeles distributors of Raytheon TV, and Dr. L. A. Brinkley, chiropractor, will continue to be serviced by George Patton Co.

Mr. Patton was represented by Ryan & Burlington, and Roche-Eckhoff by Austin Clapp.

IKE INAUGURAL

Commercial Policy Set

STRICT ban on commercials while broadcasting from Capitol Hill during the oath-taking ceremonies Jan. 20 when President-elect Dwight D. Eisenhower is sworn in as the 34th President of the United States was laid down by the Citizens Inaugural Committee last week.

In a memorandum handed to representatives of radio and TV networks by Joseph R. McGarraghy, chairman of the committee, the following points were made:

Commercial sponsorship of the industries' coverage will be permissible on the following conditions:

1. Type of client sponsoring the coverage shall be approved by the Citizens Inaugural Committee.

2. All televising and radio broadcasting from the Capitol will be presented by the networks on a sustaining basis.

3. Commercial messages will be in good taste and such messages will originate at points remote from the Presidental Reviewing Stand.

4. No super-impositions of commercial messages or trade names will be made using the background of the Capitol or the Presidential Reviewing Stand.

No reference was made regarding sponsorship of coverage of the Inaugural Ball at the District of Columbia Armory the night of Jan. 20.

Original code, tendered by Mr. McGarraghy, shocked broadcast representatives. It included a requirement that commercial announcements should be restricted to institutional public service announcements (The XYZ Corp. presents. . .). It also frowned on "selling" commercials.

Meanwhile, TV network representatives submitted their requests for Capitol Hill camera positions to the Joint Inaugural Committee of Congress, headed by Sen. Styles Bridges (R-Me.). These added up to eight cameras—two for each of the four networks—on the main stand in front of the Capitol steps to cover the swearing-in ceremonies; four on the Senate side of the Capitol; two on each side in the rear of the oath-taking stand and four in the Rotunda of the Capitol. NBC also asked for a single camera position in the Dome of the Capitol.

Control gear will be located in the street floor of the Capitol immediately beneath the Rotunda.

Radio-TV correspondents committee was established to act as liaison with Arthur E. Cook, assistant architect of the Capitol, and James P. Selvage, of Selvage, Lee & Chase, public relations consultants, assisting Sen. Bridges.

Committee Members

The committee comprises: Bryson B. Rash, ABC; R. G. Thompson, CBS; Roger B. Coelos, DuMont, and Charles Colledge, NBC. Also on the committee is Hollis M. Seavey, MBS.

For TV newsreels, the following were named to act in a liaison capacity: Anthony Muto, UP-Movietone News; Julian Goodman, NBC TV News; Charles E. Shutt, Telenews.

Members of the radio-TV network and TV newsreel committee were scheduled to meet with Messrs. Cook and Selvage today to work out details of radio and TV positions at the inauguration.

Preparing for the inaugural parade, Washington's Chesapeake & Potomac Telephone Co. engineers were beginning to link up requested locations for radio and TV coverage. Orders placed up to the end of last week indicated that all four networks would have TV cameras at the Capitol, the Esso Bldg., on lower Pennsylvania Ave.; the Treasury Department, where Pennsylvania Avenue turns before it passes the White House, and at Lafayette Park, opposite the White House reviewing stand.

Additional single requests have been received for a hookup at the Old Post Office Bldg., midway on Pennsylvania Ave., between the Esso Bldg. and the Treasury Department, and also at the Riggs Bank Bldg., where Pennsylvania turns again to pass the White House.

C&P also received requests from CBS and NBC for facilities to cover the Inaugural Ball at the Armory in Washington.

Radio and TV independents must put their requests in to cover the Capitol ceremonies to Robert M. Menaugh, superintendent of the House Radio-Television Corrrespondents Gallery. Requests for positions to cover the inaugural parade should be made to Bryson B. Rash, ABC, chairman of the radio-TV subcommittee of the Citizens Inaugural Committee.

Also attending both the Citizens Inaugural Committee meetings and the Joint Inaugural Committee meeting last week in Washington were Thomas Velotta, ABC; Sig Mickelson, CBS, and Davidson Taylor, NBC.

. . . NOT content to offer its listeners block programming and then sit back to merely observe results, WLW Cincinnati has embarked on an active campaign of promotion and research. Here Crosley Broadcasting Corp. President Dunville tells what is being done to implement the revised schedule. Conceding it's still too early for a final judgment, Mr. Dunville here describes the stir created by. . . .

Block Programming at WLW

By ROBERT E. DUNVILLE
President
Crosley Broadcasting Corp.

WLW-Radio's new block programming, which went into effect Sept. 28, may or may not be working—it's still a bit early to know for certain.

In any event, to me, two things seem certain:

(1) The move to "vertical" or "mood" listening has stirred up more listener interest in WLW-Land than any other single move in broadcasting in recent years.

(2) Specific audience appeal is more readily determined. These two important facts were first disclosed in the form of press notices which, when carefully weighed, stated definitely that "this was a bold undertaking and that only time would tell whether it was the right or wrong move." In all, 16 programs have been effected in the block programming move.

Charlton Wallace, radio editor of the *Cincinnati Times-Star*, made this comment: "WLW is being a very brave radio station in my opinion by starting block programming next week after the time change. Instead of offering a variety of programs nightly, WLW will offer programs of only one category each night. My chief criticism of this block programming is that any one type of program can be boring if overplayed."

Time	Sunday Drama	Monday Music	Tuesday Comedy	Wednesday Mystery	Thursday Comedy	Friday Comedy-Quiz	Saturday Folk-Music
8:00	Cavalcade of America	Railroad Hour	Groucho Marx	Dragnet	Roy Rogers	Red Skelton	Visitin' Time
8:30	Theatre Guild	Voice of Firestone	The Great Gildersleeve	The Shadow	Father Knows Best	Walk A Mile	Judy Canova
9:00	Theatre Guild	Telephone Hour	Martin and Lewis	Counter-spy	Truth or Consequences	Twenty Questions	Ohio River Jamboree
9:30	H'wood Star Playhouse	Band of America	Fibber McGee	The Big Story	Phil Harris, Alice Faye	Hit Parade	Grand Ole Opry
10:00	Martin Kane	Meredith Wilson	Two For The Money	Barrie Craig	Bob Hope	Sammy Kaye	Midwestern Hayride
10:30	Peter Grant News	Peter Grant News	Peter Grant News	Peter Grant News	Peter Grant News	Peter Grant News	Duke of Paducah

Monday through Saturday looks like this at WLW

* * *

Jo Bradley Reed, radio-TV editor of the *Columbus Citizen*, had this to say: "This is a noble experiment. I think WLW will face some serious listener problems. Making such a drastic transition may prove difficult for some listeners. At any rate, I'll be very interested in seeing the results. WLW's new step forward could be a real milestone in radio history."

Bob White of the *Oxford Ohio Press*, reported this to his readers: "With the innovation of block programming, WLW will attempt to follow a rigid schedule for each evening's shows. We'll wait and see what is the outcome."

Magee Adams, radio editor of *The Cincinnati Enquirer*, said: "As block programming goes, this is strikingly unusual. And it seems likely to be the most significant of WLW's reshuffles this year."

Additionally, from the station's standpoint, WLW's promotion and advertising of the new programming structure has been given an unusual twist.

We decided, not only to keep the people informed of what was being done, but also to maintain a constant check on the public's pulse.

It is my belief that radio editors often speak for themselves rather than for their readers. Of course, we welcome the comments of these informed men and women, but, as a 50 kw radio station, it is imperative, in order to create a maximum interest, that we of WLW know intimately the opinions and desires of all our listeners.

It was with this in mind that we launched our $35,000 "Sounds of the Century" contest. Based on the theme of "building interest through sounds," the contest utilizes a "sound-story" technique in which a series of sounds related to the present century are recorded "on-the-spot" throughout the entire four-state area of WLW-Land.

These sounds are then broadcast intermittently throughout the day and night. Phone calls are made to radio homes in WLW-Land during local programs which emanate from Crosley Square in the course of the broadcast day.

Each "Sound of the Century" is aired for the entire audience as well as the person telephoned, who, upon being called, is asked to identify the mystery sound. If the sound is correctly identified the interviewee is awarded a 1953 Kaiser Manhattan.

Five Winners Thus Far

Since the contest began on Sept. 28, after an extensive 10-day build-up, five cars have been awarded.

The first was won by a Dayton man who correctly identified the sound of a nickel being dropped into a parking meter in Richmond, Ind. It was the second phone call made in the contest. The second sound, recorded in Dayton, was identified by a Morehead, Ky., woman who recognized the loading of a furnace stoker. The third sound, recorded in Wheeling, W. Va., was indentified by a Cincinnati woman who described it as a roller towel. The fourth sound, recorded in Maysville, Ky., was identified by a woman in Attica, Ohio, as a change maker. The fifth sound identified, which was recorded in Cincinnati, was correctly described as a record changer.

All listeners in WLW-Land have an opportunity to compete for the "Sounds of the Century" grand award by sending to the station a card or letter explaining, in 25 words or less, what sound of this century has meant the most to them. The winner of this phase of the contest will receive a Kaiser Hard-Top Dragon, Kaiser's finest show car.

By the use of 10- and 20-second spot announcements, sandwiched between big nighttime programs, listeners hear the "Sound of the Century," and they are urged to listen to the shows on which phone calls will be made.

To test the cities, towns and hamlets, a very tactful interviewer, WLW's "Sounds of the Century" girl, Brenda Hollis, is touring 97 communities, talking with small town editors, business men and folks-on-the-street. She reports on the comments and the opinions of listeners as she cruises through the four-state area of WLW-Land. The reaction which Miss Hollis has reported to us at WLW after two weeks in the field indicates that listenership is higher now than at any point since 1949.

After a swing through central

(Continued on page 92)

* * *

JAMES ANDERSON (seated), Crosley Broadcasting director of research, and Charles Hinderson, his assistant, study a PAC report.

MISS HOLLIS—WLW's "Sounds of The Century Girl"—seated at the wheel of a giveaway car.

XUM

FCC'S FUTURE

Adams' Naming Significant

By EARL B. ABRAMS

SPECULATION was rife last week regarding the future of the FCC in the heralded reorganization of President-elect Eisenhower's executive offices.

That a new "chain of command" to the President is in the offing was virtually promised by New Hampshire Gov. Sherman Adams, whose appointment as the new President's special assistant was announced last week.

In a news conference following the announcement of his appointment to the $20,000 a year post, Gov. Adams acknowledged that studies were being made looking to the reorganization of the President's executive offices.

Best guesses indicated that the executive offices would be divided into three groups—planning, monetary and coordination.

Presumably, the planning branch would comprise the Council of Economic Advisers, the National Security Council and the National Securities Resources Board. NSRB is charged with the formulation of manpower, censorship and other wartime policies, most of which would affect the broadcast industry.

Monetary and fiscal affairs apparently would continue to be handled by the Bureau of the Budget, which reviews appropriation requests for all departments and independent agencies, including the FCC.

The coordination branch is believed to be planned as the liaison between the above two branches, and the President's personal staff, the Cabinet and military aides.

Just where the Office of Telecommunications Advisor to the President would fall has not been made plain. At the present time Telecommunications Advisor Haraden Pratt, former IT&T executive, reports directly to President Truman. His functions include overseeing overall government allocations and frequency policy, working with members of the Interdepartment Radio Advisory Committee. The FCC, State Department and the military services maintain representatives on IRAC.

It was believed that Gov. Adams, whose term as New Hampshire executive expires this year, would oversee executive responsibilities calling for liaison with the radio-TV and other major industries on vital public service projects.

Dr. John R. Steelman, President Truman's assistant, has worked with the Broadcast Advisory Council, launched under NARTB impetus.

Gov. Adams explained that changes in government organization would not be violent, but would come gradually. He said major changes can be expected in both the personnel and the functions and responsibilities of independent agencies.

"Better control and coordination can and will be effected," he said.

He said that studies underway encompass the 1949 Hoover Commission recommendations on the reorganization of the Executive Department, as well as new ideas and suggestions.

He hinted that some of the independent agencies may be realigned, consolidated or abolished.

READY for jet flight is Edward D. Madden (r), vice president and assistant to the president of NBC, shown with Brig. Gen. Stuart P. Wright, commander of Eglin AFB, Fla., where industry leaders and others attended a joint civilian orientation conference conducted by the Dept. of Defense.

Big question is whether Gov. Adams was referring to such agencies as the FCC, Civil Aeronautics Administration, Federal Trade Commission, Interstate Commerce Commission, Securities & Exchange Commission and similar groups when he spoke of independent agencies.

All of these were created by Congress. Any changes in their status, functions or responsibilities would require legislation.

A possible clue to Gov. Adams' thinking may be seen in the fact that President-elect Eisenhower,

(Continued on page 40)

MASS MARKET

Sweeney Prods Radio

"RADIO—with 98% of all families —has to be the spearhead of any marketing attack on half of all families who earn $58 a week or less because it is the only medium that reaches them," Kevin Sweeney, BAB vice president, stated Monday in a talk before the Peoria Advertising & Selling Club.

Pointing out more than 41 million Americans, most in the low income brackets, have less than eight years formal education, Mr. Sweeney said these people are likely to be poor readers and, therefore, not readily reached by newspaper and magazine advertising. Nor can they be sold through "polysyllabic Fifth Avenue copy," he said.

"Copy written for the 11 million adults who have some college education by chichi retail copywriters who think all advertising should be like Lord & Taylor's is another roadblock in the way of reaching the mass market," he said. "Department stores particularly are shutting out the volume market with copy that is over the heads of the customers, run in media that do not cover this market."

Lambasting the "snobbishness" and "smugness" of advertisers who concentrate on "the same side of the street, the high income group" are apparently reluctant to do business with the $15 billion market represented by families with low incomes," Mr. Sweeney said that too many advertisers, both national and local, seem to be making no effort to get their advertising messages across to the 52% of all U. S. families with annual incomes of $3,000 or less.

He cited Federal Reserve figures showing that families with incomes of $2,000 or under bought 7% of all the new cars and 19% of the used cars purchased in the country last year. Nearly half of them have automobiles and more than a third are home owners, he reported.

Mr. Sweeney noted a BAB study made this year in Cincinnati revealed that in an average week, two-thirds of the families earning less than $2,000 a year bought breakfast cereals, coffee, packaged bacon and toilet soap, while half of the families also bought soda crackers and canned or frozen orange juice.

NCAA POLICY

Rev. Joyce Labels 'Short-sighted'

A CHARGE that NCAA is pursuing a "short-sighted" policy on football TV was leveled last week by The Rev. Edmund J. Joyce, C.S.C., executive vice president of Notre Dame U., who voiced confidence that "in the long run television will help the attendance at games — even the small college games."

Father Joyce took part in an often sharply worded debate on the restricted-TV policy of NCAA on Curtis Pub. Co.'s *Keep Posted* program on DuMont TV Network (Tues., 8:30-9 p.m.). The NCAA policy was defended by Jeff Coleman, U. of Alabama athletics manager and a member of NCAA's TV Committee.

Francis Murray, U. of Pennsylvania athletics director, a longtime critic of the NCAA plan; Asa S. Bushnell, director of the NCAA TV programs; Thad Brown, NARTB TV director, and a number of sportscasters and sports writers also got into the argument.

At the outset, under questioning by editor Lawrence Spivak, Mr. Coleman claimed that 92½% of the nation's colleges had voted for "some type of limited television" and denied knowledge of any "compulsion" on U. of Pennsylvania when it undertook to have its own games telecast despite the NCAA restrictions in 1951.

Pennsylvania's Mr. Murray observed that NCAA had "immediately advised us we were a member not in good standing," and, after a "review" suggested by NCAA, four of Pennsylvania's scheduled opponents indicated, "two quite forcibly," that they would cancel their games for this year if Pennsylvania went ahead with its TV plans.

Notre Dame's Stand

Father Joyce, asked by *New York Herald-Tribune* sports editor Bob Cooke whether Notre Dame's pro-TV stand was "100% philanthropic," replied that "I believe it is to a large extent philanthropic, if you want to call philanthropic being concerned with the future of American football and with the public interest in football.

"Of course," he said, "we do have a personal interest in it, and it is not entirely financial, either, because we have felt all along that football teams have focused the attention of the public upon the university that has the team, gets them interested in our educational processes, and has accounted for a great deal of good to us."

When Mr. Spivak reported that Stanford and Michigan authorities estimated they lost $31,000 on their own game because the Notre Dame-Oklahoma game the same day was telecast, Father Joyce said he "would like to have proof of that, because I really don't believe that it would be true, and particularly in the long run of things." It was then he expressed his conviction that "in the long run" TV will help.

Mr. Bushnell, noting that almost two-thirds of the 91 eastern conference member colleges are "small," wanted to know whether Father Joyce didn't feel that "large colleges have some family obligation to the small colleges." Small colleges, Mr. Bushnell said, "have had proof that they just cannot compete in the promotion of their football games with the millions of free tickets that television gives."

Father Joyce asserted that "we are just as interested in the small colleges as you are"—and, he said, "if only the small colleges could get on television, I think that they themselves would build up a greater audience and a greater following than they now have."

Mr. Bushnell contended the small

(Continued on page 35)

RADIO-TV NEWS

Bormann Cites NARND Progress

RADIO and TV journalism have made important progress in their battle for recognition and have made progress in the fight to preserve freedom of information, according to the annual report of Jim Bormann, WCCO Minneapolis, submitted to the National Assn. of Radio News Director, of which he is president.

The NARND opens its annual convention today (Monday) at the Hollenden Hotel, Cleveland, with proceedings winding up Wednesday.

Mr. Bormann cited such blows to radio-TV freedom as the Executive Order authorizing heads of federal agencies to withhold information on a public interest basis and the decision by Speaker Sam Rayburn to exclude radio and TV from hearings. He referred, too, to the ruling by Sen. Pat McCarran (D-Nev.) barring the media from Senate Judiciary Committee proceedings.

These arbitrary acts, opposed by NARTB on principle, "were in a sense over-ruled by the electorate in the Nov. 4 political contests," he said, referring first to the statement by Rep. Joseph W. Martin (R-Mass.), slated to be the next Speaker, that he could not go along with the Rayburn ban.

Favorable Sign Cited

Another favorable sign pointed out by Mr. Bormann was the apparent "willingness to accept reasonable requests" shown by President-elect Eisenhower in heeding the protests over omission of radio and TV newsmen from the Korean party (see story page 23).

Noting that the position of the press in general "has been somewhat less than friendly toward our media," Mr. Bormann said there have been "some indications of a tendency to relent" and added that he had tried to avoid quarrels with other media. He said joint newspaper-radio-TV action is called for in some problems but thus far newspaper interests have preferred to work independently in fighting common battles.

NARND is becoming stronger with each year, he said, reminding that officers serve on a gratis basis and sacrifice time and money. In the last year he has traveled 12,000 miles as NARND spokesmen, delivering 62 speeches in 49 communities, he said. He said NARND was grateful to WCCO for underwriting NARND costs running over $3,000. He advocated appointment of a permanent executive secretary for NARND.

Keynote luncheon address was to be delivered today by Paul W. White, executive editor of KFMB-TV San Diego, Calif. and for 15 years head of CBS news operations.

Some 500 radio and TV newsmen are expected at the NARND meeting, which will feature a banquet tonight at which winners among some 80 radio and video stations competing for news awards will be announced.

Judging in three classes—for outstanding radio news operation, outstanding television news operation and outstanding special events broadcast—was completed a week ago at Northwestern U. by the judges. They include Baskett Mosse, associate professor of journalism in the broadcast department at N. U.; Mr. Bormann, WCCO Minneapolis, NARND president; Ben Baldin, assistant director of news and special events, MBS New York; Don Brown, journalism professor, U. of Illinois, and Fred M. Whiting Jr., assistant journalism professor, N. U. Trophies will be presented by N. U.,'s Medill School of Journalism.

Last year's winners were WHO Des Moines, for its radio operation; WTIC Hartford, for the outstanding special events broadcast, and WBAP-TV Fort Worth, for its video operation.

A radio workshop session today, headed by F. O. Carver, WSJS Winston-Salem, N. C., calls for a clinical study of the way various stations covered big stories, with critical examinations by delegates of the stations' coverage patterns. Jack Shelley, WHO Des Moines, will head a report and discussion session during the workshop on the continuing study of wire services, as head of the committee for that purpose.

TV workshop tomorrow will demonstrate by closed circuit the advanced techniques in TV coverage, preparation and presentation of news. Remote coverage setup with mobile equipment and TV film and photo services will be described.

SPORTS INCOME

RTMA Group Sees All-Time High

TOTAL income of the sports industry in 1952 will probably reach an all-time high of more than $1.7 billion, according to the Sports Committee of Radio-Television Mfrs. Assn.

In a report issued over the weekend, the RTMA committee said it felt "television and broadcasting have helped to achieve the excellent results this year. Certainly there is no reason to believe that the rapid growth of TV has hurt either spectator or participating sports. The record is very clear on this point."

College and professional football should exceed their all-time highs in gate receipts, according to the committee. It added that racing is sure of its best year, boxing has jumped to a national popularity not enjoyed in years but professional baseball, especially the minor leagues, has been hardest hit by wartime draft and dislocation of millions in defense work.

While baseball was the only major sport to show a definite decline in attendance and income, RTMA pointed out the difference is partly made up by the sale of radio and TV rights for nearly $5 million.

The committee report quoted a letter from Lt. Jerry Jordan, sports analyst, comparing the current 3,700,000 men in uniform with the 4,355,000 in World War I. "It is not possible," Lt. Jordan said, "to take about 4 million men from home, with other millions dislocated for war work, without seriously affecting the attendance at sports events." Lt. Jordan predicted another big gain in attendance with end of the Korean war, as happened after both world wars.

J. B. Elliott, RCA Victor Division, heads the RTMA Sports Committee. Other members are John F. Gilligan, Philco Corp.; A. A. Brandt, General Electric Co.; Dan D. Halpin, Allen B. DuMont Labs.; William H. Kelley, Motorola Inc.; Walter L. Stickel, Hoffman Radio Corp., and L. C. Truesdell, Zenith Radio Corp.

★

The Sports Committee paid high tribute in its annual report to the understanding and foresight of sports leaders, writers and announcers in making possible a record-breaking sports year.

National Collegiate Athletic Assn. was asked by the committee to broaden its program for 1953 by giving colleges more individual decision to televise games to their alumni, friends and neighbors.

The committee warned against the danger of "opinion guessing" in blaming any loss in attendance on television. Baseball club owners were urged to conduct a scientific research project showing TV's effect on the game.

TV audiences for major sports events often exceed 30 million viewers, the committee reminded, on the basis of American Research Bureau figures, emphasizing that women and children frequently equal the number of male viewers. TV was described as standing alongside newspapers and radio in helping to interest more men and women in sports contests.

The committee report said past Jordan studies show that the average adult does not go to one baseball or one football game a year. If TV could help get everyone to attend one game of each a year, the report noted, there would not be enough seats in the parks and stadiums to hold the crowds.

TV will help create new fans and develop larger gates as the novelty period of set ownership passes, it was stated. RTMA members use their own advertising and promotion facilities to help stimulate interest in sports attendance.

BASEBALL TV

On Club Executives' Agenda

TELECASTING of Major League baseball games loomed as a major subject of controversy as baseball executives prepared for the annual Major-Minor League winter meetings which start today (Monday) in Phoenix.

Fred Saigh, owner of the St. Louis cardinals, has proposed that TV be banned from Major League games, while Bill Veeck, of the St. Louis Browns, stirred up additional repercussions last week with a threat to bar TV from Browns' games unless the Browns get a cut of the home team's TV revenues.

In answer to Mr. Veeck's threat, a Yankees official was quoted as suggesting that, if the Browns remained truculent, they might get no part of the 14 night games which the New York team plans to play in Yankee Stadium next year. The attendance difference between day and night games at the stadium was "conservatively" estimated at 20,000 persons—a factor which, the Yankees obviously felt, would provide strong leverage to dissuade Mr. Veeck from his "no cut, no TV" stand.

The Chicago White Sox were said to be siding with Mr. Veeck's position, which was based on the theory that it takes two teams to make a ball game and the Browns are 50-percent of any game's attraction.

The Yankees' intention to hold up the scheduling of night games at the stadium was implied by general manager George Weiss, who was quoted as saying that "The Yankees will have a 14-game night program at home again, but the dates and the teams won't be decided until after (this week's) meetings."

Mr. Saigh's proposal for an outright ban on TV meanwhile was attributed to an incident last season when the New York Giants refused to let a Giants-Cardinals game in New York be telecast in St. Louis. Mr. Saigh was said to be sending the Giants a bill for telecasts by WPIX(TV) New York, which covered all Giants' home games, involving two subsequent contests with the Cards.

Publicity Workshop

RADIO-TV publicity workshop will be held Dec. 3 by the District of Columbia chapter of American Women in Radio & Television. Panel discussion will feature Helen Coar as moderator. Panel members will be Esther Cannon, for advertising agencies; Pat Griffith Mower, Armed Services; Florence Lowe, trade publications; Gertrude Broderick, government agencies, and Mary Pauline Perry, general publicity. Ruth Crane, WMAL Washington, and several of her sponsors will be hostesses at the WMAL studios. Advertisers whose food products are featured on Miss Crane's radio and TV programs will provide the buffet supper.

CODE REACTION

Industry Embarks on Study

By J. FRANK BEATTY

SEARCH for a sensitive pulse-feeling method that will show what the public thinks of radio-TV programs and advertising is getting under way as NARTB, networks and stations show growing concern over first signs of serious trouble.

NARTB was called on last week to put out a Television Code fire that started when the National Council of Churches became alarmed over a rumor that the association was going to amend its video code to curtail free religious time in an effort to stimulate time-buying by religious groups.

The temporary flareup pointed to the danger that a small touch of fear or a misunderstanding among viewing groups or civic and religious agencies might touch off a fast-spreading wave of resentment.

While NARTB's TV Code Review Board was quickly denying the religious charge, the association, along with networks and other industry and civic groups, was conducting serious study of the video program problem and what to do about it.

These developments are under way:

- NARTB's TV Board meets next week to consider proposed changes in the TV Code.
- The TV Code's Seal of Approval is to be revised so the public will be induced to write letters voicing opinions on programs.
- NARTB's Radio Standards of Practice will be revised.
- Johns Hopkins U., Baltimore, has started a TV program research project to bridge the gap between the public and those who provide programs.

Revision Set

Revision of the TV Code's seal and the Johns Hopkins project are designed to probe the inner thoughts of those who look at the 20 million TV receivers. Both projects have been spurred by the separate discoveries that people don't realize that those who supply the programs want to know how their offerings are being received in the home. Both projects give recognition to the danger that a minor misunderstanding by a listener or viewer can lead to serious results.

NARTB's Television Board will hear a detailed report from John E. Fetzer, WKZO-TV Kalamazoo, chairman of the Television Code Review Board. The review group has met several times since the code went into operation last March. It has drawn up a series of recommendations for the TV Board. Ed Bronson, TV Code supervisor, will attend the meeting, to be held at Cat Cay, an island off the Florida coast. (See separate Radio and TV Board story this page.)

Mr. Fetzer came back with a strong denial last week after hearing that the National Council of Churches was concerned lest the TV Code's religious advertising paragraph be dropped.

He denied that the review board had been considering action which would deny "free religious time on television," as stated in the Nov. 23 issue of the *Washington Sunday Star*. The *Star's* story was based on a statement by Frank S. Ketcham, Washington attorney and general counsel for the Broadcasting Film Commission of the National Council of Churches.

It was stated in the *Star* that the council had been informed NARTB had "decided tentatively to eliminate a provision of the Television Code providing free time for religious programs," adding that the recommendation was to go before the NARTB board for ratification in early December.

NARTB President Harold E. Fellows conferred with Mr. Ketcham last Tuesday. After the conference both said there had been a misunderstanding. Mr. Fetzer then issued his denial. He said:

"The (Review) Board has been asked by one religious organization to remove from the Code the provision which now states, 'A charge for television time to churches and religious bodies is not recommended.'

"Since the petition of this organization, supported by personal appearances by its representative, other organized religious groups have expressed an opposing interest. No recommendation for action will be made by the Television Code Review Board until all interested groups and churches have been given an opportunity to state their views.

"At all events, the board is not likely to take an action which will limit the ability of faith groups to carry on their good work."

NARTB thus is caught in the middle of an intramural controversy between the two principal religious factions — the National Council of Churches, favoring free time and opposing paid time, and an evangelical group, firmly insisting on the right to buy time.

The NARTB TV Code authority has been sifting the relatively small number of complaints received in the nine-month operation of the voluntary standards. Serious study has been given the religious problem, along with programming for children, crime and mystery shows, "pitchmen commercials" and TV visual advertising techniques.

Fighting Back

The association has been showing signs of starting to fight back at critics, particularly those who use the industry as a whipping post and columnists whose favorite pastime Mr. Fellows described as "driving a ten-ton truck back and forth over the medium." (See separate story.)

The church council incident last week convinced both religious and broadcast officials of the need for better understanding on the part of the industry and those whom it serves.

Mr. Ketcham told BROADCASTING • TELECASTING he had reached "a very satisfactory understanding for the present" with Mr. Fellows and NARTB. He said he will write Mr. Fellows on behalf of the national council as well as American Jewish Committee and representatives of the Catholic church, expressing his appreciation and "restating strongly that the code should remain as it is or the religious sponsorship ban should be strengthened." He conceded some council leaders, who had met a fortnight ago in New York, had been unduly agitated because they hadn't been given all the facts and didn't understand all phases of the problem.

CAKE is presented to (l to r) Perry Kallison, department store owner, by Charles Lutz, manager, KTSA-AM-FM San Antonio, and W. G. Egerton, KTSA chief engineer. Mr. Kallison has sponsored *Kallison's Trading Post* on KTSA for the past 16 years.

Clayton Griswold, representing Presbyterian Churches, told BROADCASTING • TELECASTING reports had come from three different sources that NARTB planned to change the religious part of the TV Code. He said evangelical and "splinter groups" are buying more TV time. Some religious units and individuals not recognized by the national council, he contended, are not responsible to any church organization. He described the TV Code ban on paid telecasts as "mild" and said TV stations and networks had been most cooperative with churches.

Considerable pressure has been

(Continued on page 73)

NARTB BOARDS

Heavy Agenda Faces Directors

COMPLETE rewriting of the NARTB by-laws to cover the radio-television merger of 1951 and the vesting of management powers in the president's office will be taken up Wednesday by the combined Radio and Television Boards of Directors, meeting in Washington.

Draft of the new by-laws has cleared the NARTB By-Laws Committee, headed by former Executive Vice President A. D. Willard Jr., WGAC Augusta, Ga., and will come before the joint directors for final approval.

Accumulated changes covering a 13-year period have been whipped into sequential and simplified form by the committee on the basis of a rewriting job performed by Judge Justin Miller, NARTB board chairman and general counsel, and other staff executives.

Three separate directorial meetings are scheduled in the next ten days. When the combined boards adjourn Wednesday, the Radio Board will convene. The radio directors will wind up their work Thursday. The Television Board will meet Monday-Tuesday of next week at Cat Cay, Florida coastal island.

While the by-laws problem is the principal item on the agenda of the combined boards, other subjects of joint radio-TV interest may be discussed, including Capitol Hill and other political developments. Some of these topics likely will be passed on to the separate radio and TV directors for more detailed study.

The directors will receive membership applications from 31 broadcast stations, with another six TV stations applying for membership. Recent upward trend in membership, signifying increasing unity in the industry, was ascribed by NARTB President Harold E. Fellows to the Station Relations Dept., headed by William T. Stubblefield. He praised field work done by Assistant Director William K. Treynor, who recently opened a West Coast office for NARTB, and Jack L. Barton, who recently joined the field staff.

One of the pressing problems facing the Television Board will be proposals to amend the nine-month-old Television Code. John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, will attend the Florida meeting. He is expected to submit suggestions for revision (see program review story this page).

The video directors will con-

(Continued on page 92)

FARM SAFETY

19 Awards at NARFD Meet

AWARDS to 15 radio stations, a network and three TV stations for outstanding farm safety activities during the 12 months ending last July were made by the National Safety Council yesterday (Sunday) at the National Assn. of Radio Farm Directors convention at Chicago's Conrad Hilton Hotel.

The non-competitive Public Interest Awards, presented at a luncheon given by NSC for NARFD members, were conferred for safety activities during national farm safety week in July 1952, and for the preceding calendar year.

Judges were C. L. Mast, secretary, American Agricultural Editors Assn.; Norman Kraeft, farm director, WGN Chicago; Creston J. Foster, public relations director, American Farm Bureau Federation, and Maynard H. Coe, farm director, NSC.

The recipients and their award-winning achievements in farm safety:

KFEQ St. Joseph, Mo.—40 special programs, 1,460 spot announcements and other work.

KLRA Little Rock—3,088 safety references on programs, work resulting in a state farm safety week proclamation, 43 stories, 11 interviews.

KRLC Lewiston, Idaho—Series of daily 15-minute interviews with county agent, 320 references, 31 special programs, 285 spots.

KUOM St. Paul—200 references, 19 special programs, distribution of taped safety programs to 38 stations and of 27 radio shorts to 80 stations.

KVOO Tulsa—Originality, quantity and quality of safety efforts estimated at $220,000 in time, including a safety slogan contest which drew 1,100 entries.

WDIA Memphis—Farm safety information programs to 300,000 area Negro farm people by taped interviews with listeners.

WFTM Maysville, Ky.—Five special recordings concerning accidents.

WHFB St. Joseph, Mich.—References, interviews.

WHO Des Moines—275 references, sponsorship of a safety contest, safety promotion in other media and in special events.

WIBX Utica, N. Y.—Five minutes each on safety during 250 farm programs, 96 special programs, 372 spots, safety jingles aired to non-English-speaking listeners and publicity releases to 60 rural newspapers.

WIOU West Lafayette, Ind. — 35 special programs, 936 spots, a 4-H safety contest and safety "tags" distribution to 4-H members.

WKAR East Lansing, Mich. — 28 special programs, 322 spots, distribution of 34 tapes to other state stations.

WNAX Yankton, S. D.—Series of safety shorts recorded and made available to 490 other stations through NSC, safety jingles, 35 special programs, 1,200 spots and a contest.

WTIC Hartford, Conn.—3,600 announcements, jingle contest, 14 special programs.

NBC—Remote pickup safety feature on a Future Farmers of America chapter, references on 10 *National Farm & Home Hour* weekly programs.

WBKB-TV Chicago — Half-hour program promoting farm safety week.

WCPO-TV Cincinnati—317 special programs, 637 spots.

WNBK-TV Cleveland—Daily safety program during farm safety week, 89 spots, 4 special programs.

PARTICIPANTS in Oklahoma Broadcasters Assn. meeting included (l to r): Bill Logan, majority floor leader of the Oklahoma Senate; FCC Chairman Walker, Mr. Page, and Dr. Lawton. ➤

UNION ATTACKED

By N. Y. Fed. Grand Jury

THE UNITED Electrical, Radio & Machine Workers of America, an independent union which holds bargaining contracts with key electronic and communications firms, came in for sharp criticism last week.

A federal grand jury in New York urged the National Labor Relations Board to revoke certification of the union as bargaining representative. It charged both that union and the American Communications Assn. are a "menace to the national security."

At the same time, Rep. Harold E. Velde (R-Ill.), who is slated to head up the House Un-American Activities Committee in January, said labor groups, including UERMWA, will come under Congressional scrutiny next year. He said a probe of unions was "more important" than that of Communism in Hollywood.

The grand jury described the union situation as "acute" and of "immediate concern," pointing out the two unions represent workers holding key positions in defense plants and communications centers. UERMWA has about 300,000 members.

Both UERMWA and ACA, which has had relations with broadcast stations and electronic companies, have been expelled from the CIO on the Communist issue.

NLRB has served notice that it will revoke the certification of any union as bargaining agent where a court finds that one of its officers has filed a false non-Communist affidavit (see separate story on page 52).

RCA VICTOR, Camden, N. J., announces two new console combination instruments, the Westland at $525 and the Penfield at $595. Each set combines 21-inch TV, radio and 3-speed phonograph.

'SPACE PATROL'

Station Contest Underway

LOCAL level promotion contest among ABC-AM-TV stations which air *Space Patrol* gathered momentum last week.

The competition, entitled "Space Patrol Blood Booster Contest," is handled by Gardner Adv. Co. for the Ralston Purina Co., sponsor of *Space Patrol*. American Red Cross, welcoming this aid to its national blood program, is lending support at national and local levels. Thus far, 66 ABC radio stations and 11 ABC-TV outlets are competing for the prizes.

A 30-45 second spot on each *Space Patrol* program (aired Saturday) is reserved for Buzz Corry, commander-in-chief of *Space Patrol*, to give the three million children listeners and viewers an educational talk on blood: What blood is, its life-saving qualities, and the urgent need for blood donations. Whereas, children can not donate blood until they reach 21 (18 with parents' consent), the aim of the program is to enlist future blood donors. Red Cross officials have told Don Cole, promotion director, Gardner Adv. Co., that the Oct. 11-Dec. 31 program is the longest continuous public service promotion of the blood program. Mr. Cole is supplying complete promotion kits to all interested and eligible stations.

Grand prize is a 1952 Nash Rambler station wagon. Other valuable prizes are offered. Documented entries must be submitted not later than Jan. 31 to Gardner Adv. Co., 915 Olive St., St. Louis 1, Mo.

Judges for the contest are Gordon M. Philpott, vice president, Ralston Purina Co.; Elmer G. Marshutz, Gardner president, and Sol Taishoff, editor-publisher, BROADCASTING • TELECASTING.

RCA INSTITUTES Inc. awarded diplomas to 164 graduates last Monday in the Great Hall of Cooper Union, New York. Graduates represent students from 12 states and District of Columbia, 46% of whom are World War II veterans.

OKLA. MEET

Meyers Warns on Rate Cuts

BROADCASTERS who cut rates will not only deplete their revenue but put advertising money in the pockets of newspapers, their biggest competitor, Howard Meyers, Chicago manager for O. L. Taylor Co., told the Oklahoma Broadcasters Assn. at its recent meeting. FCC Chairman Paul Walker spoke at the Nov. 18-19 session [B•T, Nov. 24].

Mr. Meyers predicted TV saturation will be "a great boom to the whole broadcasting business" because it will bring larger consumer advertising budgets. "TV is here and it is here in a big way," Mr. Meyers said, adding that no intelligent agency or timebuyer has sounded a death knell for radio. He said, "Radio isn't dying nor is it even ill."

Allan Page, KSWO Lawton, OBA president, presided at the meetings. Conducting a panel on commercial copyright was Lowe Runkle, president of Lowe Runkle Adv. Co., Oklahoma City. On the panel were Howard Newman, Runkle agency account executive, and Max Fuller, KOMA Oklahoma City. Examples of commercials were passed around the audience, with suggestions for improvement made by the panel, followed by audience comments.

The problem of broadcast rights for high school athletic events was discussed by the association, along with proposed legislation to revise the libel law covering political broadcasts. A news roundup was given by Bill McReynolds, KSWO Lawton. He explained how to operate a one-man news department. Carter Bradley, UP, and Austin Bealmar, AP, discussed wire service policies. Paul Brawner, WKY Oklahoma City, conducted a panel on announcing, with work of students of Dr. Sherman P. Lawton, radio professor of Oklahoma U., analyzed by panel members.

A nominating committee to propose new OBA officers was named for the January meeting, likely to be held at Stillwater. Members are Ed Ryan, KSWI Woodward, chairman; J. J. Bernard, KOMA Oklahoma City, and John Riesen, KVSO Ardmore.

At the OBA sales panel, Guy Farnsworth, KCRC Enid, was chairman. Sales demonstrations were conducted by Bill Hoover, KADA Ada, and Charles Unger, KGLC Miami.

AMA to Hear Borsky

PAUL BORSKY, of the New York office of the National Opinion Research Center and associate director of the National Collegiate Athletic Assn.'s survey of television influence on football, will discuss results of the survey and ideas prompting it at Chicago Dec. 11 in a talk to the local chapter of American Marketing Assn. at a noon luncheon in the Veranda Room of Marshall Field & Co.

XUM

Announcing
General Motors Better Highways Awards

$194,000 in awards for the most practical solutions to America's critical highway problem

Every American is intensely aware of the inadequacy of our roads and streets to meet today's highway transportation needs. Yet too few have given thought to a practical solution.

It is a difficult problem, because modern highways cost a lot of money. *But lack of them is costing even more!*

To encourage all Americans to think about this critical situation and come forward with practical solutions, General Motors is instituting the GM Better Highways Awards for the best essays submitted on the following subject:

"How to Plan and Pay for the Safe and Adequate Highways We Need"

A total of 162 State, Regional and National Awards will be given for those entries which are considered best by an independent board of five judges. The following have accepted appointment to the board:

NED H. DEARBORN
President, National Safety Council

THOMAS H. MACDONALD
Commissioner, Bureau of Public Roads, U.S. Department of Commerce

CURTIS W. MCGRAW
Chairman of the Board, The McGraw-Hill Publishing Company

DR. ROBERT G. SPROUL
President, University of California

B. D. TALLAMY
Superintendent, New York State Department of Public Works and President, American Association of State Highway Officials.

Entries will be judged for originality, sincerity and practical adaptability—not on literary merit.

To help you in preparing your entry, background information about the present highway crisis has been compiled in "The General Motors Better Highways Awards Facts Book." A copy, containing official contest entry form, will be sent you on request, or can be obtained from any General Motors car or truck dealer.

Contest closes midnight, March 1, 1953. Winners will be publicly announced as soon thereafter as the judging can be completed.

CONTEST RULES

1. WHO MAY COMPETE: Any individual who is a resident of a state of the United States or the District of Columbia may compete for an award, except Contest Judges and the members of their immediate families.

2. WHAT IS TO BE SUBMITTED: Each contest participant shall submit an original essay, with any supporting material or data the participant may desire, on the subject

"How to Plan and Pay for the Safe and Adequate Highways We Need"

3. HOW, WHEN, AND WHERE ENTRY IS TO BE SUBMITTED: To be eligible for award consideration, each essay must be submitted with an official entry blank which may be secured from any General Motors car or truck dealer or by writing to

General Motors Better Highways Awards
General Motors Building
Detroit 2, Michigan

Essays may only be submitted with a completed official entry blank, and must be mailed to the address immediately above.

To be eligible for award consideration, a contest entry must be postmarked not later than midnight, March 1, 1953, and must be received by March 14, 1953.

4. GENERAL REQUIREMENTS AND CONDITIONS CONCERNING ENTRIES: A participant by submitting an essay agrees to be bound by all rules of the contest. Each essay shall be in English, on one side of the paper only, and preferably typewritten. Illegible essays will be automatically disqualified. While brevity is suggested, no limitation is placed on the length of the essay. Participants should use the number of words they believe necessary. No essays will be returned. Upon submission, each essay and the contents and ideas therein become the property of General Motors Corporation which shall have the exclusive right to make unlimited use, in whole or in part, of the same. A participant represents by submitting an essay that its contents, in whole and in part, are original, and participant further represents that such essay has not been submitted, or in any manner disposed of, to other than General Motors Corporation.

5. AWARDS: Contents of essays will be judged for originality, sincerity, and practical adaptability. Awards in the number and amounts listed below will be made as determined by a Board of judges.

SIX NATIONAL AWARDS

First Award, $25,000; Second Award, $10,000; Third Award, $5,000; Three Honorable Mention Awards, each $3,000.

NINE REGIONAL AWARDS

For the best essay submitted from each of nine regional sections* of the United States, each $2,500.

*States included in each region are listed in "The General Motors Better Highways Awards Facts Book."

147 STATE AWARDS

49 First Awards, one for each state and the District of Columbia, each $1,500.

98 Honorable Mention Awards, two for each state and the District of Columbia, each $500.

The selection of award winners will be made from all entries as a group. National award winners will be selected first and thereupon automatically eliminated from further consideration. Regional award winners will be selected next from the remaining entries and will automatically upon selection be eliminated from further award consideration. From the entries remaining after the selection of national and regional award winners, state award winners will be selected. No participant may win more than one award. In the event of ties for a particular award, or in the event that an essay of an employe of General Motors Corporation, or one of its domestic subsidiaries, is an award winner, duplicate awards will be made.

6. ANNOUNCEMENT OF AWARDS: The names of all award winners will be announced as soon as possible after the close of the contest.

7. The decision of the Board of Judges with respect to awards and all other contest matters are final and binding on each participant.

8. The contest and awards made in connection with the contest are subject to all applicable local, state, and federal laws and regulations.

THE GENERAL MOTORS BETTER HIGHWAYS AWARDS

"How to Plan and Pay for the Safe and Adequate Highways We Need"

SIX NATIONAL AWARDS

FIRST AWARD	$25,000
SECOND AWARD	$10,000
THIRD AWARD	$ 5,000
THREE HONORABLE MENTION AWARDS each	$ 3,000

NINE REGIONAL AWARDS

For the best essay submitted from each of nine regional sections* of the United States each	$ 2,500

147 STATE AWARDS

49 First Awards, one for every state and District of Columbia each	$ 1,500
98 Honorable Mentions, two for every state and District of Columbia each	$ 500

*States included in each region are listed in "The General Motors Better Highways Awards Facts Book."

Address all entries to: **General Motors Better Highways Awards, General Motors Bldg., Detroit 2, Mich.**

ABC-UPT MERGER

Broadcast Bureau Files Objections

BLANKET objection to Hearing Examiner Leo Resnick's initial decision, which granted the ABC merger with United Paramount Theatres among other things [B•T Nov. 17], was voiced by the FCC's Broadcast Bureau in exceptions filed Friday with the FCC.

The Broadcast Bureau also excepted to the Examiner's findings in favor of Paramount Pictures and UPT's qualifications to hold broadcast licenses, that Paramount Pictures did not control Allen B. DuMont Labs. through 25.5% stock ownership, permitting CBS to buy WBKB (TV) from UPT for $6 million, and subsidiary conclusions.

No oral argument was demanded. Instead, the Broadcast Bureau suggested that the Commission hold oral argument, but left it up to the FCC to decide whether an oral hearing was necessary.

Due this week are exceptions by DuMont to the initial decision as it related to approval of the ABC-UPT merger and the qualifications of Paramount Pictures and UPT as broadcast licensees.

As it did in its proposed findings, the Broadcast Bureau, which acts independently of the FCC in these cases, also objected to the Commission's order last August which struck from the record all references to anti-trust activities of the principals (primarily Paramount Pictures and UPT) occurring before August 1948.

The Broadcast Bureau accompanied its exceptions with a separate brief outlining in a general way its objections to the examiner's initial decision.

In this brief, the Broadcast Bureau emphasized its belief that the risks of the combination radio-TV and motion picture company outweighed the expected beneficial consequences. It also pointed up that a duopoly situation might be considered to exist in Los Angeles through the fact that 54% of the stock ownership of Paramount Pictures owned 33% of the merged company—American Broadcasting-Paramount Theatres Inc. Paramount Pictures owns KTLA (TV), and AB-PT would own KECA-TV there.

Hope among ABC, UPT and Paramount officials is that the commissioners will not find it necessary to hear arguments on the Broadcast Bureau's exceptions, and that a final decision might be forthcoming in time to consummate the merger before Christmas.

Still unresolved is CBS's position regarding the purchase of UPT-owned WBKB (TV) Chicago for $6 million. Pending before the FCC is an application and petition from Zenith Radio Co. for Channel 2 in Chicago. That is the wavelength to which WBKB is scheduled to move in line with the FCC's Sixth Report and Order. WBKB operates at present on Channel 4. CBS, opposing the Zenith request, asked the Commission to rule quickly on the matter, so that its arrangement to buy the facilities of WBKB might not be endangered because of the equivocal position of the station's license [B•T, Oct. 27].

Meanwhile, conjecture is rife in radio-TV circles on just what ABC plans to do in programming following the formation of the new American Broadcasting-Paramount Theatres Inc. company.

ABC officials declined comment on the subject last week. However, some indication as to ABC's future can be gleaned from testimony by the network's President Robert E. Kintner when he was on the witness stand earlier in the year.

Mr. Kintner said then that the combined company, with greater working capital for ABC, would concentrate in radio on (1) more daytime programs, (2) heavier investments in comedy talent and programs, (3) increase in the number and quality of dramatic presentation, and (4) expansion of public service operations, particularly in forums and commentators.

For TV, Mr. Kintner foresaw (1) more comedy and dramatic shows, (2) expansion of news coverage, including the establishment of ABC's own TV newsreel, (3) expansion into daytime TV, and (4) more "elaborate methods" of public service presentations.

As to this last, Mr. Kintner said that ABC would, for example, cover more fully UN Assembly meetings on a regular basis, and also develop pickups from cities in which it has owned and operated stations and from Washington.

In discussing the need for the development of new talent, Mr. Kintner touched on, but did not go into detail, a plan to "seek out new talent in all parts of the country."

In addition to Mr. Kintner's remarks on program plans, ABC's Exhibit 70 referred to the consensus of both the network and UPT that efforts will be "intensified" in the presentation of radio documentaries. For TV, the exhibit referred to the "excellent studio facilities for the production of TV motion pictures" in ABC's Los Angeles properties. It also spoke of a decided effort to "tap the stream" of everyday life for TV presentation.

Added resources will permit ABC to increase and improve its radio and TV facilities, the exhibit noted.

OFFICERS of the newly-formed Charlotte (N. C.) Broadcasters Assn. include (l to r): Charles Dudley, of Charlotte's merchants' association, who provided impetus for the new group; John Dunnegan, sales manager, WSOC-AM-FM, chairman; Babs Hamby, WBT-AM-FM promotion department, treasurer; Fred Vinroot, WIST-AM-FM program director, vice chairman, and Hank Grad, WGIV sales manager, a member of executive committee.

AGRICULTURE DEPT. FAVORS RADIO

In Handbook for Farm Extension Agents

EXTENSION agents are being advised by the Dept. of Agriculture that "radio reaches more people quicker than any other means" but are cautioned to appear on sponsored programs only under certain conditions.

Belief in radio's efficacy and tips on its use are contained in a new booklet, "Making Radio Work for You," on which farm broadcasters and the Dept. of Agriculture's Office of Information collaborated.

The handbook urges extension agents to "use radio to build interest, get out news, make announcements and present useful and needed information." It points out, however, that "even the best radio program needs promotion" and that "good promotion will build your audience quicker than if your program goes on the air unheralded."

Appearances on sponsored programs also are covered. Agents are reminded that "no one sponsors the extension workers" and are told:

Have an understanding with the station that you are free to present information without influence of sponsor.

Do not permit a commercial within your presentation.

Avoid putting a guest in the position of endorsing the sponsor's product.

See that music, station break, or a non-commercial item separates your part of the program from all commercial announcements.

Do not appear on any program that, because of product or content, would embarrass the state college or Dept. of Agriculture, or yourself as a servant of all the people in your county.

Check with your director of extension before agreeing to appear on the sponsored program.

The booklet explains that the Dept. of Agriculture "still looks to stations and networks for sustaining time in which to present necessary public information" but "may agree to use time on sponsored programs under approved conditions," holding the station or network "responsible" for advertising content.

PR SOCIETY

Views Govt. Information

INFORMATION officials in Federal agencies serve a necessary and valuable function in aiding newsmen who cover the government, a panel of public relations and official spokesmen agreed at the annual convention of the Public Relations Society of America, meeting Nov. 24-25 at the Hotel Statler, Washington.

Obvious turn toward more sympathetic treatment of information men developed at the panel, in contrast to bitter criticism leveled a year ago when the Administration was charged with operating an official gag or censorship program.

Robert Ramspeck, chairman of the U. S. Civil Service Commission, defended the need for information agencies in government but said he thought it "improper" for Secretary of Agriculture Charles F. Brannan to promote his farm program with taxpayers' money.

Others on the panel were J. R. Wiggins, managing editor of *The Washington Post* (WTOP-AM-TV); Ludwig Caminita Jr., Washington public relations consultant; Earl B. Steel, U. S. Chamber of Commerce information department; Sen. Blair Moody (D-Mich.); Osgood Roberts, Defense Dept. deputy director of public information.

Weiss Ready to Aid

LEWIS ALLEN WEISS, former president of Don Lee Broadcasting System and MBS board chairman, "would like to join the Eisenhower team in a capacity where he would be most useful," he told BROADCASTING • TELECASTING last week. Mr. Weiss indicated interest in the FCC chairmanship and said he had talked it over with Sen. William F. Knowland (R-Calif.) and Vice President-elect Richard M. Nixon, both longtime friends. Mr. Weiss is a pioneer executive in both radio and television.

XUM

KSTL *and Hillbilly Music*

690 kc

A Natural For The St. Louis Market

A St. Louis merchant, desiring some real **TELL AND SELL** advertising, set out to find the most effective and at the same time the most economical way to reach people who would buy his goods.

He began by trying all kinds of advertising—local newspapers, direct mail, hand bills, and all the local radio stations, network and independent alike. Then, *by asking the customers,* (everyone who made a purchase) he learned that the greatest number heard about his store on the radio, and that they liked a friendly hillbilly personality with hillbilly music. So, using a hillbilly show, he set out to find *which station* would reach the most customers, and with this information as a yardstick, he worked out his advertising budget.

Now, this merchant, **CARSON—UNION MAY STERN,** is the *largest single retail buyer of radio advertising* in the St. Louis market. He knows where his sales come from. He does most of his advertising by radio, and *uses KSTL exclusively in St. Louis,* because he knows **KSTL PRODUCES MORE CASH SALES PER ADVERTISING DOLLAR THAN ANY OTHER LOCAL STATION.**

MR. NATIONAL ADVERTISER, the point of this story is that an advertising dollar buys the same customers for you as for a local merchant. *Nationally advertised products are sold through local merchants.* If a medium brings customers into local stores, it *sells your products.* You can avoid expensive trial and error placement of advertising and costly tests and measurements by following the example of successful local merchants.

KSTL PRODUCES RESULTS FOR THE LOCAL ADVERTISER
KSTL PRODUCES FOR THE NATIONAL ADVERTISER

The St. Louis AIMS Station—St. Louis' Outstanding Independent

Wm. E. Ware, Pres.

KOA

DENVER

THE 50,000 WATT NBC

RADIO STATION THAT COVERS THE WEST

announces the immediate appointment of

EDWARD PETRY & CO., inc.

as national sales representatives

SDX COMMITTEE

To Survey '52 Campaign

A SPECIAL committee to explore prospects of underwriting an impartial survey of the coverage of the 1952 Presidential campaign by newspapers, magazines, radio and television shortly will be named by Lee Hills, president of Sigma Delta Chi, professional journalistic fraternity, in pursuance of action taken Nov. 22 at the closing session of the organization's 33d annual convention in Denver [B•T, Nov. 24].

Adopted unanimously, the resolution was the answer to charges that the news media were biased in favor of the Republican candidate during the elections. Because SDX, with a 22,000 membership, is representative of all facets of journalism, it was felt that it was the logical body to explore such a survey. Funds, it is understood, will be sought from one of the major foundations, with the survey to be undertaken by accredited researchers at leading universities.

Hills Named President

Mr. Hills, executive editor of the *Miami Herald* (WQAM) and the *Detroit Free Press*, was elected SDX president to succeed Charles C. Clayton, editorial writer of the *St. Louis Globe-Democrat* (KWK).

Other officers elected were Robert U. Brown, editor of *Editor & Publisher*, vice president in charge of professional chapter affairs; Alvin E. Austin, director of U. of North Dakota's School of Journalism, vice president in charge of undergraduate affairs; Alden C. Waite, president, Southern California Newspapers, vice president in charge of fraternity expansion; Mason R. Smith, editor of *Tribune-Press*, Gouverneur, N. Y., re-elected secretary, and Ed Dooley, managing editor, *Denver Post*, elected treasurer. Re-elected to the executive council were J. Donald Ferguson, editor, *Milwaukee Journal* (WTMJ-AM-TV), and Sol Taishoff, BROADCASTING • TELECASTING. New members of the council are Bernard Kilgore, president and publisher of the *Wall Street Journal*, and John Colt, news editor of the *Kansas City Star* (WDAF-AM-TV).

State Dept. Posts

VACANCIES for an installation and maintenance expert for telegraph and telephone work and a cable welding specialist, both in Iran, have been announced by the State Dept. Prospective candidates are asked to contact the Telecommunications Policy Staff, Dept. of State, Washington 25, D. C. (attention: Mrs. Hazel Briggs). Requested data from applicants must be submitted not later than Dec. 2. Call for specialists was presented to the State Dept. by the International Telecommunications Union.

MEN behind the project for a "thorough objective analysis" of news coverage of the 1952 political campaign by all media are (l to r) Lee Hills, executive editor, *Detroit Free Press* and *Miami Herald* (WQAM Miami), newly elected Sigma Delta Chi president; Barry Bingham, president and editor, *Louisville Courier-Journal* and *Louisville Times* (WHAS-AM-TV Louisville), and Charles Clayton, editorial writer, *St. Louis Globe-Democrat*, chairman of SDX executive council, who made the proposal to answer the one-party press charges.

NCAA Policy Labelled 'Short-Sighted'

(Continued from page 27)

colleges' problem in the meantime is to continue with their football programs—and that they won't be able to, "if we televise so much football that there is no football left to televise."

Mr. Murray, meanwhile, called attention to the NCAA-sponsored survey, released last spring, which, he recalled, showed "that in 1951, when we had rationed television, teams playing in TV areas suffered a decline of 4% [in gate receipts]. Teams playing in non-TV areas, without television, suffered a decline of 10%. And in the Rocky Mountain area alone, where there was no television, I understand it was a 40% decline."

Cites Commerce Figures

Further, he said, U. S. Commerce Dept. figures placed receipts from college football at $103 million in both 1950 and 1951.

"So the premise that this does affect the small college, which no one wants to do, doesn't seem to be very well founded," he declared.

Mr. Coleman stressed that "I have confidence in football" being able to remain competitive with other attractions, but that "I do not have confidence in the small colleges, and many of the larger colleges, being able to continue to support the athletic program, intra muural program, and overall intercollegiate athletic program without using other funds than those that come from gate receipts."

Sportscaster Harry Wismer suggested that the question of football TV, instead of being left up to the colleges, might be submitted to a vote of the fans, "the people who have supported the colleges and universities this year." Mr. Coleman said fans "have been very happy to have good college games every Saturday."

When Irving Marsh, *Herald-Tribune* sports writer, asked whether NCAA isn't "trying to find out exactly how to limit this thing so that the greater need of the greater number may be protected," Father Joyce replied that "our experience in this has been that once control has started, it always tends to expand, to get a further stranglehold." Asserting he felt this is true of the NCAA program, he continued:

"When it first started out there were fewer restraints, more the second year . . . and now they are beginning to talk about sharing the proceeds that a team would receive from television, and if that isn't an encroachment upon private rights, I don't know what is."

Sportscaster Bob Wolff solicited Father Joyce's views about scheduling big games "late in the day or Saturday night" so smaller colleges could proceed with their Saturday afternoon contests without TV competition.

Father Joyce felt "something like that probably could be worked out." He noted that many small colleges play their games on Fridays. "Why couldn't we get to that, let the [larger] colleges continue to play their games on Saturday, the smaller ones on Friday?" he asked.

Brown's Viewpoint

NARTB TV Director Brown sought to bring out that individual colleges subscribing to the NCAA policy have "completely surrendered" their individual rights to make up their own minds and to negotiate freely regarding telecasts.

In response, Mr. Coleman agreed that NCAA members must get permission for telecasts "as long as we wish to belong to [NCAA]. We can resign any time we wish," he added.

Referring to NCAA acting for all member colleges in competing with TV, Mr. Spivak posed this hypothesis to Mr. Coleman:

"What would you think if a group of automobile manufacturers and oil dealers and tire companies and battery companies got together and said that unless the television networks would limit their television to a few hours a day, so as not to interfere with driving, they wouldn't do any more advertising on television and since they are important advertisers, they could have some real restrictive force . . . do you think that would be a good thing . . . a wise thing?"

Mr. Coleman's response: "No."

Mr. Bushnell reiterated that NCAA "is not a powerful group trying to throw its weight around," but "is merely trying to preserve football . . . ."

He said that on the day of the Notre Dame-Oklahoma telecast, the NCAA TV Committee made a "spot check throughout the country, and found that attendance at all games . . . were lessened on the average of what was expected from 10 to 25%; those games competing with one televised game."

With unlimited TV, he continued, "What chance would the other game have to maintain the attendance they need to get the revenue they need to conduct their programs."

Father Joyce said he was not sure where Mr. Bushnell got his statistics, but that attendance is affected by many factors and each game should be judged on the basis of its own circumstances.

IKE REASSURES

Sarnoff on Manpower Group

BRIG. GEN. David Sarnoff, RCA board chairman, was assured by President-elect Eisenhower last week that he "can count on the support of the incoming Secretary of Defense and of myself" in his "important and difficult task" as chairman of the Citizens Advisory Commission on Manpower Utilization in the Armed Services.

Gen. Eisenhower conferred with Gen. Sarnoff for a half-hour Monday morning. After the talks the President-elect issued a statement in which he reviewed the background of the creation of the commission, and asserted:

"I am in full sympathy with the purposes and objectives for which this commission has been created and believe that its studies and recommendations will be helpful to the new Congress and to the new Administration.

"In my meeting with Chairman Sarnoff in New York today we discussed this subject and I assured him that in the important and difficult task that he has undertaken at the request of the government, he can count on the support of the incoming Secretary of Defense [Charles E. Wilson of Detroit] and of myself."

WICC Bridgeport, Conn., has reported that October business at the station was 33⅓% better than it was during the same month last year.

WNDR SUES

Newhouse Interests Named in Suit

WNDR Syracuse filed a $1,088,112 damage suit last week against Samuel I. Newhouse, his WSYR-AM-FM-TV Syracuse, and two local Newhouse newspapers, charging they had "engaged in a combination and conspiracy in unreasonable restraint" of interstate commerce in an effort to put WNDR out of business.

Mr. Newhouse promptly replied in a statement that the suit's charges were "wholly without foundation" and that "the liveliest kind of competition" exists among Syracuse radio stations and newspapers.

WNDR's suit, filed Monday in Federal District Court in Utica, charged that Mr. Newhouse tried to buy WNDR in June and July 1947 for about $475,000 and that he warned in effect that if the owners didn't sell, then "the plaintiff [WNDR] would end in bankruptcy; that it could not survive in competition with said newspapers owned and controlled by him, and that he was in a position to make it very difficult for plaintiff to successfully operate. . . ."

In July 1947, the complaint noted, Mr. Newhouse contracted to buy WSYR for $1.2 million. Since that time, the suit charges, WNDR's fair market value has dropped from $750,000 to not more than $75,000 "as a result of the acts of defendants," while it has suffered $163,112 in operating losses and "has been precluded from earning profits of at least $250,000."

News Distortion Alleged

WNDR charged that Mr. Newhouse's Syracuse papers, the *Herald-Journal* and *Post-Standard*, have published "false, misleading and distorted" news items about WNDR while publicizing WSYR "with items of little or no public interest"; failed to associate WNDR personnel with the station in news stories except when the publicity was "unfavorable or undesirable," and failed to report changes in WNDR personnel; that the defendants "from time to time . . . have falsely and maliciously represented to [WNDR] advertisers and potential advertisers" that the station was going out of business, was bankrupt, or was unable to fulfill its contracts; that "unethical and false items" were published relating to "litigation in which plaintiff was engaged with creditors"; that potential advertisers on WSYR had been granted free ads in the newspapers; and that some advertisers have been refused space in the papers unless they advertised with WSYR.

Among the results claimed by WNDR were "to compel advertisers to refrain from advertising" with WNDR, and "to irreparably injure [WNDR] and to destroy its business. . . ."

WNDR's suit was filed in the name of Syracuse Broadcasting Corp., the licensee. Arthur C. Kyle Jr. is general manager.

Mr. Newhouse, in a statement issued Tuesday, asserted that "the charges made by the Syracuse Broadcasting Corp., owner of WNDR, in the broadside suit filed in Utica are wholly without foundation. WNDR as well as the other radio stations in Syracuse have been operating in a radio-crowded field."

The statement continued:

In addition to the WSYR stations there are three other radio stations besides WNDR. These are WOLF, WAGE and WFBL. There is also WHEN-TV, the CBS Television outlet. Far from being a monopoly, the radio field in Syracuse is, in fact, wide open.

The Syracuse newspapers have operated on a basis of friendly relations with all of these stations. The "Herald-Journal" furnishes news broadcasts without cost to WOLF, a completely independent station. The election returns services of the "Post-Standard" were offered on election day to all radio and television stations gratis.

WHEN-TV and WAGE took advantage of this offer. WNDR did not but it could have if it so desired. The daily listings of programs of all local radio stations including WNDR, are published without charge in the "Herald-Journal" and the "Post-Standard" together with highlights, columns on the day's offerings, including WNDR.

Contrary to the claims of WNDR there is the liveliest kind of competition between the "Herald-Journal," and the "Post-Standard" and WSYR as well as generally among the newspapers and radio and television stations in Syracuse.

It is no secret that WNDR has had financial problems. This may be unfortunate, but a lawsuit based on unfounded charges is not the solution.

Radio 'Coverage'

CONTEST promoting wearing of hats among Ivy League collegians, backed by 540 radio spots in college communities in conjunction with clothing store tie-ins, was pronounced a success by the Frank H. Lee Co., hat manufacturers of Danbury, Conn. Students were awarded cash prizes for writing sample radio commercials on hat-wearing among college men. Contest was accompanied by a survey in the communities around Princeton, Harvard, Yale, Cornell, Pennsylvania and Dartmouth, which indicated college men bought an average of 24% more hats during the past fall than during fall of 1951. The hat firm announced plans to extend the contest to other schools.

FRANCES VELTHUYS, Compton Adv., surrenders her gold key in exchange for two complimentary drinks at Bermuda's Elbow Beach Surf Club. Key is souvenir of Westinghouse Radio Stations' "Shangri-La" trip to Bermuda two years ago [B•T, Dec. 18, 1950]. G. W. Gentry (r), club's assistant to the general manager, presides. Bartender is Keith Tucker, who served the Shangri-La group.

Petry Booklet

TV DIVISION of Edward Petry & Co., station representation firm, last week re-issued its presentation on "Sure-Fire Sales Formula—Women Selling Women, Through Television." The presentation has been revised to reflect development since its May 1951 report, which a Petry company spokesman said is still drawing requests for 25 to 30 copies a week. Booklets cite commercial advantages of women's TV participtions shows, analyzes the housewife's role as "the country's purchasing agent," and in new data on New York TV programming by categories, shows women's interest programs running second only to feature films in number of quarter-hours telecast.

CO-OPS URGED

Be Wise, Use Radio

COOPERATIVES, often viewed as vigorous opponents of commercial advertising, would benefit from the use of radio. This is recommended by Edgar T. Carter, columnist of the *Pacific Northwest Cooperator*, writing in the November issue.

The Cooperator published by the Pacific Supply Cooperative, has a circulations of about 65,000 in four Pacific Northwest states.

The columnist quotes BROADCASTING • TELECASTING on the costs of operating a TV station and concludes:

If nothing else, these facts obviously indicate that the public is terrifically interested in radio listening and looking. Co-ops which wish to thrive and grow—be progressive—will accordingly be wise to consider radio in their advertising budget. Farm co-operatives, being the very essence of good will organizations in the field of business as they are, will find radio a natural medium to carry sales messages into the home of potential customers. The fable concerning 'The Better Mouse Trap' is a fallacy. Unless augmented with a bit of well-placed advertising, that is—and then OH MAMMY!

upcoming

Dec. 1-2: MBS Affiliate meeting, Atlanta.
Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.
Dec. 3: NARTB full Board of Directors, Washington, D. C.
Dec. 3-4: Southeastern Television Conference, under WBTV (TV) auspices, Charlotte, N. C.
Dec. 3-4: House Commerce subcommittee resumes investigation of radio-TV programs, New House Office Bldg., Washington.
Dec. 4: NARTB Radio Board of Directors, Washington, D. C.
Dec. 4-5: MBS Affiliate meeting, Biloxi, Miss.
Dec. 5-6: Educational TV conference, Indiana U., Bloomington, Ind.
Dec. 8-9: NARTB TV Board, Cat Cay, Florida.
Dec. 8-9: MBS Affiliate meeting, Dallas.
Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.

1953

Jan. 3: 83rd Congress convenes, Washington, D. C.
Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.
Jan. 26: Theatre TV allocation hearing, Washington.
Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.
Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.
April 18: Seventh Annual Spring Technical Conference, Cincinnati.
April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

RADIO-TV EXHIBIT

Highlights Phila. Show

THIRTY years progress in communications was outlined at the radio and television center exhibit set up at the "Made in Greater Philadelphia Show," sponsored by the Junior Chamber of Commerce at the Commercial Museum.

Early radio-TV equipment used in the city was contrasted with today's models at the show's week-long exhibit. Broadcasts of local shows direct from the museum were highlights as well as personal appearances of local performers. Stations participating in the radio and TV center were WPEN WHAT WDAS KYW WPTZ(TV) WFIL WFIL-TV WCAU and WCAU-TV.

XUM

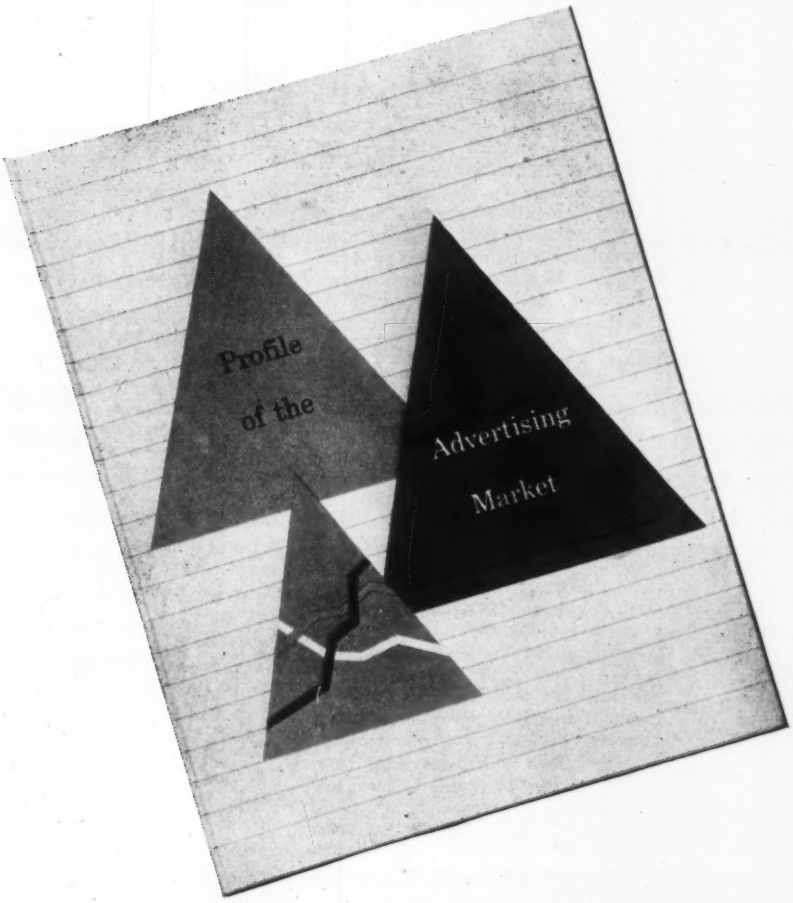
Now ready for

Radio and TV executives

Profile of the Advertising Market

a new study of today's market for national advertising—

its dimensions, characteristics and potential!



How many national advertisers are there? How many products do they advertise? Who are they? Where are they? How much do they spend? When do they make up media lists?

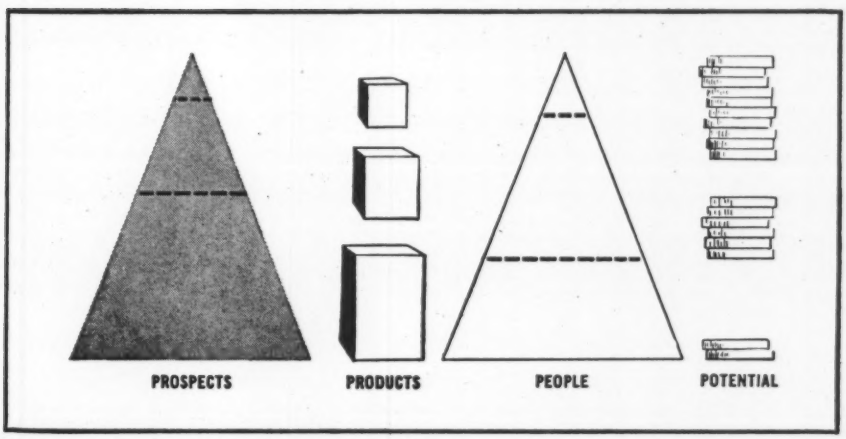
The answers to these and other basic questions appear in Profile of the Advertising Market—a new study just published by the Advertising Department of Printers' Ink.

Here, for what we believe to be the first time in advertising history, is a clear-cut picture of today's national advertising market—based upon research reported on or done by Printers' Ink, as well as available data from several media groups.

Some of the information will be familiar to you. More, however, may be a surprise. For never before have the facts and figures of advertising been analyzed in this way!

Our purpose is to help media executives more accurately gauge the size of the market and the selling job, and to show how Printers' Ink can help you sell more advertising to national advertisers.

Profile of the Advertising Market is now in the mail to media executives. If you do not receive it within the next week, ask your Printers' Ink man for your copy or write on your letterhead to Robert E. Kenyon, Jr., Advertising Director.



Printers' Ink

205 East 42nd Street,

New York 17, New York

Bag the Big Ones with **SESAC's** Double-barrelled Sales Aids

You can't miss with the SESAC Transcribed Library and its double-barrelled sales aids. You get big, colorful sales brochures—which you individualize by filling in your call letters and rates—and complete sample shows on discs. The sponsor sees, hears, and buys.

You get the programming protein to keep sponsors happy after they've signed, too. Over 4,200 varied musical selections recorded by the best musicians in the business, network-quality scripts, program notes, and a catalog of bridges, moods and themes. See and hear for yourself by dropping us a card for samples, discs, and data.

—as low as $45 a month
(based on advertising rates)

SESAC
TRANSCRIBED LIBRARY

SESAC Inc. 475 Fifth Ave., New York 17

Places in Korean Pool

(Continued from page 23)

to CBS Radio's news director; Thomas Velotta, ABC vice president in charge of news and special events, and William A. Whithouse, ABC radio director of special events.

In a statement Wednesday night reviewing developments, NBC pointed out that only after "persistent demands" from TV representatives was the decision made to include a television cameraman in the pool. ABC called the move "another victory in the industry's continual struggle to obtain equal treatment with all other news media."

Since Mr. Zenier will not join the entourage until it reaches Korea, Dave Oliver of Pathe News, representing the newsreel pool, will furnish films of the trip for use on TV as soon as security precautions permit.

Present plans call for three news reporters representing AP, UP, and INS; a still cameraman, a theatre newsreel man, the radio reporter and TV cameraman.

Eisenhower headquarters' initial decision to exclude radio and TV precipitated a flood of protests from such organization as the Radio Correspondents Assn., the National Assn. of Radio News Directors and executives of radio and TV networks [B•T, Nov. 24]. Most messages stressed that radio and television have proved their merit in gathering and disseminating news. They further pointed out that radio and TV are, in fact, the two largest mass news media and that omitting their representatives on the trip was either an oversight or undeserved discrimination.

VOA STUDY

Congressmen Visit Field

STUDY of the Voice of America and other aspects of the U. S. foreign information program moved afield last weekend as Congressional probers set off for inspection tours overseas.

Announcement of the trips follow executive sessions held by a Senate Foreign Relations subcommittee with top officials of the State Dept. and government agencies, and release of staff reports on existing information programs in the U. S. and Great Britain [B•T, Nov. 24].

First contingent slated to leave was headed by Sen. William Fulbright (D-Ark.), subcommittee chairman, who will tour Western European countries. He will be accompanied by Ben Crosby, director of Congressional and Public Information, Dept. of State. Group was to leave Saturday.

Other units will be led by Sen. Guy Gillette (D-Iowa), scheduled to leave today for the Near East, and Sen. Bourke Hickenlooper (R-Iowa), who will go to the Far East. He was to leave over the weekend. Both are subcommittee members.

Inspection tours are authorized under S Res 74, which is the basis for the Congressional inquiry into all U. S. overseas information operations, including that of the State Dept.

WOHP SOLD

Lake Erie Pays $40,400

WOHP Bellefontaine, Ohio, new 1390 kc, 500 w daytime station owned by C. H. Chamberlain, was sold last week to a group of five principals who comprise Lake Erie Radio & Television Corp., owners of WIRO Ironton, Ohio. Sale price was $40,400, with a rental agreement on real estate.

The principals are Theodore M. Nelson, William Patrick Shannon, David S. Gifford, Clinton E. McElroy and Clarence A. Baker, each with 20% interest in the purchasing group. The sale was handled by Blackburn-Hamilton Co. It is subject to usual FCC approval.

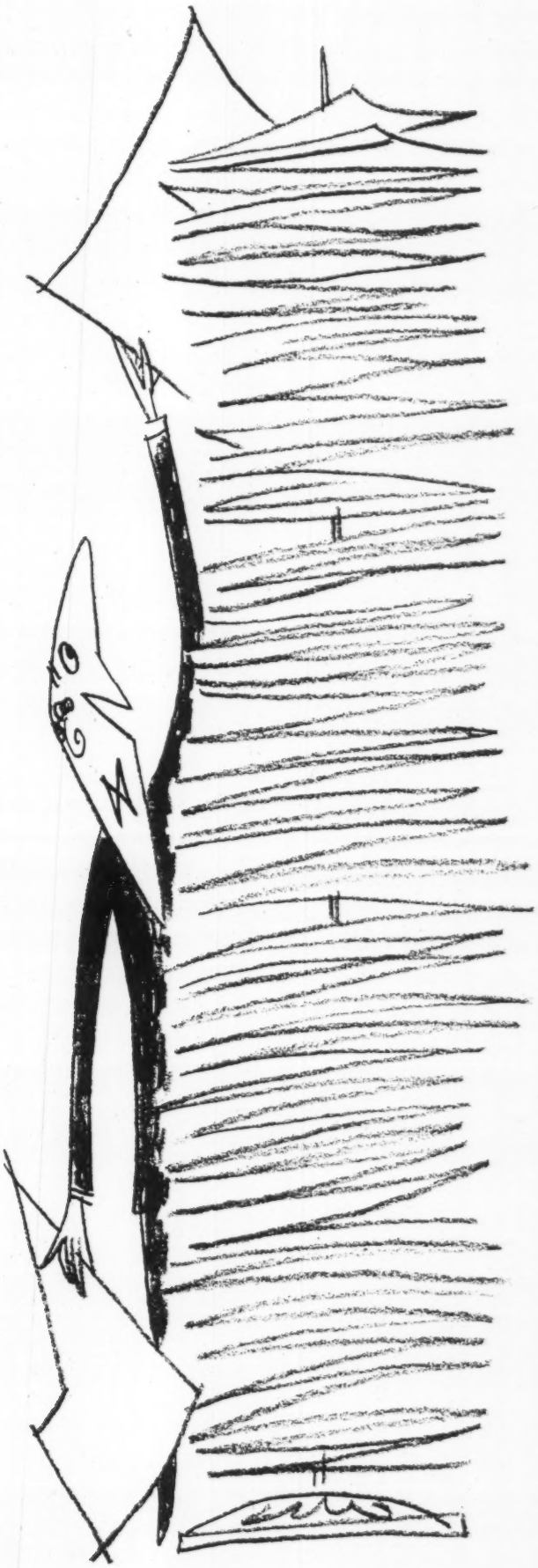
PROF. DONALD N. BIGELOW, moderator of ABC-TV's *Seminar*, is the author of a biography titled *William Conant Church and the Army & Navy Journal*, published Nov. 15 by Columbia U. Press.

People Started Asking for Them!

(see inside front cover)

WLS CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance



Another example of
KYW Sales-pull:

2,459
replies

(each with an order of $1.25 or more)

at a time cost of only

$360

(less than 15¢ per reply)

When an advertising medium produces thousands of inquiries for literature or samples, that's good. When a medium produces thousands of actual orders (at $1 each, plus 25c postage) that's *better.* And when simple arithmetic shows that each reply cost less than 15c, that's *wonderful!* This, in short, is the outline of another success story for a KYW advertiser. With only $360 worth of time, spread among various KYW-produced participating programs, this advertiser received 2,459 replies. "This offer has been on several hundred stations," writes the advertiser, "and KYW is producing far in excess of any other station on our list." For sales *action* like this in the booming Philadelphia market-area, your first choice is KYW. Availabilities? Check KYW or Free & Peters.

KYW PHILADELPHIA
50,000 watts
NBC affiliate

WESTINGHOUSE RADIO STATIONS INC
WBZ · WBZA · KDKA · WOWO · KEX · KYW · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Hagerty, Hobby Are New Appointees

(Continued from page 23)

choice of the prominent Houston broadcaster-publisher was highly regarded in most circles, since it reflected his desire to give the South representation in the Palace Guard and bestow a top-ranking job on a woman.

Others Are Named

Mrs. Hobby's selection capped a week of developments at Eisenhower headquarters, among them the appointment of Gov. Sherman Adams of New Hampshire, top Ike strategist, as Assistant to the President. Also named was Maj. Gen. Wilton B. Persons as special assistant.

Gov. Adams' role in the official Eisenhower family is expected to presage a wholesale realignment of the Executive Office of the President, government departments and agencies, possibly including the FCC (see story page 27).

Following these appointments, speculation centered on two remaining Cabinet posts—Secretaries of Commerce and Labor. Also to be picked was the new chairman of the Republican National Committee.

Among those mentioned for the GOP committee chairmanship, left vacant by Arthur Summerfield's appointment as Postmaster General, were Sen. Fred A. Seaton (R-Neb.) and Walter Williams, a Seattle banker.

Mr. Williams also was mentioned, along with M. S. Pitzelle, labor editor for a McGraw-Hill Publishing Co. publication, for the Commerce or Labor posts.

Sen. Seaton, a leading Eisenhower campaign strategist, who is leaving the Senate, is associated with his family in station ownership and newspaper publishing interests. Radio properties include KHAS Hastings, Neb., and KMAN Manhattan and KGGF Coffeyville, both Kan.

Mr. Williams headed the radio-TV minded National Citizens for Eisenhower-Nixon Committee.

Gen. Persons will serve as special advisor on legislative and certain other duties assigned by the President. His appointment to such a post has been widely anticipated [B•T, Nov. 10]. He is a long-time aide of the General and served as executive at NATO.

Wide Responsibilities

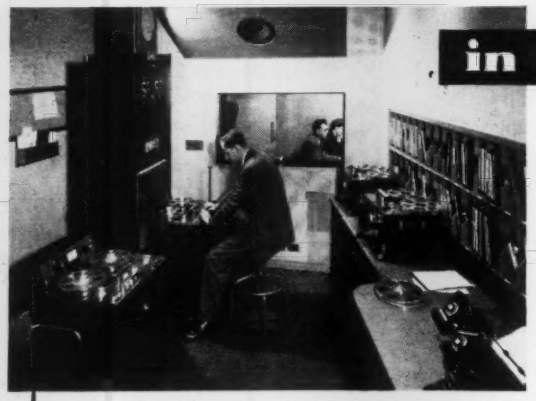
Mrs. Hobby will have jurisdiction over a number of government programs as FSA Administrator. Among those offices under her authority will be the Office of Education, the Food & Drug Administration, Public Health Service and others. Programs range from social security to vocational rehabilitation.

Texas Parliamentarian

Mrs. Hobby was a parliamentarian in the Texas House of Representatives when 20 years old. Since then she has been particularly active in politics, culminating with her stewardship of the Democrats for Eisenhower Committee, with headquarters in New York.

Educated in public schools, Mary Hardin Baylor College and the U. of Texas, she obtained a law degree and was granted a license to practice that calling. She married the former Gov. William P. Hobby of Texas in February 1931.

From that time on, Mrs. Hobby was engaged in the intricacies of newspapers and radio stations, and played a major part in helping build KPRC into one of the South's strongest outlets. At the *Houston Post*, she rose from book review editor to assistant editor, then executive vice president. Last month she was named editor-publisher.



in this room . . .

there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

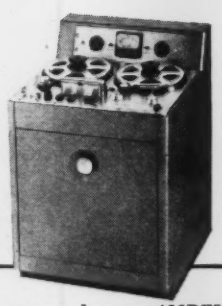
Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:

Model 400A

- **UNINTERRUPTED SERVICE** Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.
- **MINIMUM "DOWN TIME"** AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.
- **ACCURATE TIMING** AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.
- **HIGHEST FIDELITY** Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.
- **LONG LIFE** AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



Model 300

If you plan for tomorrow, buy an AMPEX today

AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

FCC's Future

(Continued from page 27)

Sen. Robert A. Taft (R-Ohio), who may well be the 83d Congress' Senate majority leader, and Speaker-to-be Rep. Joseph Martin (R-Mass.) agreed two weeks ago to extend the Reorganization Act of 1949 to April 1, 1954. The law is due to expire April 1, 1953, a bare 70 days after General Eisenhower is sworn in as the 34th President of the United States.

The act permits the President to reorganize executive departments, unless his recommendations are opposed by the Senate and the House of Representatives.

Prompted by Hoover Report

It stemmed from the Hoover Commission report of the same year.

The act specifically forbids the President to consolidate independent agencies.

In the 82d Congress, legislation affecting the tenure of commissioners of regulatory agencies, including the FCC, and granting the chairman of each such agency more administrative powers, was passed by the Senate. It failed to be considered by the House.

This was one of the recommendations of the Hoover Commission.

An effort to place the ICC under the Department of Commerce, similar to the position the CAA occupies there, was defeated in the Senate in 1950. This had been recommended by President Truman under the authority of the Reorganization Act.

Thus, if Gov. Adams was referring to regulatory bodies when he spoke of independent agencies, it is believed that changes would require legislation or be taken through the Reorganization Act.

XUM

what makes WLAC click

Mr. Joe L. Hooper, Asst. Vice President of Fidelity Federal Savings & Loan Association, says, "What makes WLAC *click* is not near so important to me as the way WLAC makes Fidelity Federal *click*. We have been running spot announcements on WLAC, and we have *clicked* for savings accounts amounting to over $172,875.00 in deposits as a direct result of this advertising. These deposits came from 13 states ranging from Illinois to Florida. There has also been a noticeable increase in new savings accounts locally. What makes WLAC *click?* I would say its tremendous loyal radio audience. They are *clicking* for me."

WLAC Clicks . . . Its Audience Clicks

Whether it is selling savings accounts, a public service assignment, cosmetics . . . or a job selling any merchandise . . . WLAC programs with personalities know how to attract, hold and SELL radio listeners . . .

WLAC
NASHVILLE, TENN
CBS RADIO

The Nashville SALES Power Station

50,000 WATTS

For further information contact The Katz Agency, Inc.,
National Advertising Representatives

AFA '53 MEET
Set for Cleveland

THE 49TH annual convention of the Advertising Federation of America will be held in Cleveland's Hotel Statler June 14-17, 1953, Robert M. Gray, advertising manager of Esso Standard Oil Co. and AFA chairman, announced last week. More than 1,000 delegates are expected to attend.

Acting as hosts will be Cleveland Advertising Club and Women's Advertising Club. Stanley C. Patno of Fuller & Smith & Ross and Virginia M. Hood of BBDO serve as presidents of the respective organizations.

AFA, meanwhile, is seeking a new emblem to symbolize its new campaign for Truth and Higher Standards in advertising. It will pay $100 and other prizes for the best ideas submitted. Presentation will be made at the Cleveland convention.

WGN-IBEW PACT
Signed in Chicago

TWO-YEAR contract was signed Monday by WGN Inc., Chicago, and the International Brotherhood of Electrical Workers (IBEW). Agreement, retroactive to Oct. 1, covers salary and fringe benefits for 117 technicians at WGN-AM-TV.

Top wage is now $147.50, increased from $137.50, with the minimum starting wage remaining at $80. Terms provide $1 to $2.50 per week more after one year. Workers also are to receive a day off for each holiday, totaling five days or another week which can be added to the regular vacation.

Negotiators were Carl J. Meyers. WGN Inc. chief engineer; Andrew Hamilton, Kirkland, Fleming, Green, Martin & Ellis, *Chicago Tribune* law firm, and Thomas Antrim of the *Tribune*. IBEW was represented by Walter Thompson, president of Local 1220.

Looper Named

DON LOOPER, a former farm broadcaster, has been appointed supervisor for single stations in the Dept. of Agriculture's public information division. He will work with Kenneth Gapen, assistant director of public information in charge of radio and television.

NAEB Series

NATIONAL ASSN. of Educational Broadcasters is producing series of seven one-hour radio broadcasts titled *People Under Communism*, designed to give listeners an insight into important phases of Russian life, propaganda and political techniques.

CBC'S NEW GEN. MGR.
Ouimet Youngest at 44

J. ALPHONSE OUIMET at 44 will be the youngest man to hold position of general manager of Canadian Broadcasting Corp., when he assumes office on Jan. 1 [B•T, Nov. 24]. He succeeds Donald Manson, who retires at age of 65 after spending his career in the radio branch of the Dept. of Transport, and since 1936 with the government-owned CBC.

Announcement of the change was made by Canadian Prime Minister Louis St. Laurent in Parliament at Ottawa on Nov. 20. Mr. Ouimet, who has been assistant general manager of CBC since Dec. 1951, has been with CBC since its inception in 1936, moving up last year from chief engineer and coordinator of TV. Mr. Manson became general manager at end of last year, having been assistant general manager since 1944.

Mr. Bushnell

Mr. Ouimet

Succeeding Mr. Ouimet is Ernest L. Bushnell, director-general of programs with CBC at its national program office at Toronto since 1944. He started in radio as a singer in the early twenties, formed one of the first Canadian radio advertising agencies in 1927, became co-manager of CFRB Toronto in 1928 and became manager of former CKNC Toronto in 1929. In 1933 when the Canadian Radio Broadcasting Commission was formed he was named program director for Ontario and western Canada, moved to CBC when it succeeded the CRBC, as general supervisor of programs.

'Crusade' in Carolina

CAROLINA broadcasters are being asked by Charles H. Crutchfield, vice president and general manager of WBT-AM-FM WBTV (TV) Charlotte, N. C., to carry a half-hour radio-TV program on behalf of the Crusade for Freedom. WBT will originate the program Dec. 5 at 8:30 p.m. on AM-FM-TV, with Gordon Gray, WSJS Winston Salem, and other personalities scheduled to participate. Mr. Gray is state chairman of the Crusade and Mr. Crutchfield, co-chairman of the Western North Carolina district. Broadcasters will carry the program picking up the signal of WBT-FM or other nearby outlets for simultaneous airing or rebroadcast.

CENSORSHIP
Hurts U. S. News Arm

FREE world coalition is operating at a great disadvantage in the propaganda war with Soviet Russia because of rigid censorship, a Senate Foreign Relations subcommittee staff report asserted a fortnight ago.

The report was one of a series being released by the subcommittee staff which also has been studying the foreign information programs of the U. S. and Great Britain, including broadcast operations (see separate story).

The USSR has massed some 1,400,000 skilled propagandists in the fight against the western nations, throwing all communications media into the campaign, the report said. While correspondents of Tass, the Soviet News Agency, have free access to American news sources, foreign reporters in Moscow are subjected to rigid censorship, it noted.

RADIO-TV EARNINGS
For 8 Firms Up 124.3%

EARNINGS for eight corporations in the radio and television industry during the 1952 third quarter ended Sept. 30 were reported up 124.3% over earnings for the same quarter in 1951, or $12,571,000 for the 1952 quarter compared to $5,604,000 for the 1951 period.

This report is based on a *Wall Street Journal* final tabulation of the earnings of 727 corporations in 29 fields, with a 5.2% average increase for all firms. The radio-TV percentage increase was second highest among the 29 groups.

IRE D. C. Meet

KEYNOTE address by Dr. W. R. G. Baker, vice president in charge of electronics at General Electric Co. will highlight a list of speakers at the third annual meeting of the Professional Group on Vehicular Communications, Institute of Radio Engineers, in Washington, D. C., Dec. 3-5. Theme of conference, to be held at the Hotel Statler, will be "Spectrum Conservation." Other speakers slated on agenda are Haraden Pratt, Telecommunications Adviser to the President, who will address IRE banquet Dec. 4; E. N. Singer, FCC; and N. H. Shephard, General Electric, who will give a report on "Channel Splitting Demonstration Conducted in Syracuse." Granville Klink Jr., WTOP Washington, is in charge of exhibits and space.

TUBE Dept., RCA Victor, has begun production on the 1953 edition of yearly pocket reference and calendar notebook. Book contains technical reference material on RCA kinescopes, receiving and transmitting tubes, electronic components, test equipment and radio and industrial batteries.

Radio is King!

King with the listeners!

They've given WWDC the best ratings we ever had—against the toughest kind of radio and TV competition.

King with national spot advertisers!

They've spent more on WWDC in the first 11 months of 1952 than in any similar period in our history.

King with local advertisers!

They spend more money on WWDC than any other radio station in the Washington area.

Yes! The king of the advertising buys is radio! And the king of the stations in Washington is WWDC!
Let your John Blair man give you the whole WWDC story.

In Washington on a value basis—

WWDC is King!

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

JWT SEATTLE

Closes Doors After Jan. 1

J. WALTER THOMPSON Co. will close its Seattle office soon after Jan. 1. Accounts being relinquished include the Washington State Apple Commission, the Washington State Dairy Commission, the state-operated ferry system, and the Puget Sound Navigation Co. The apple account, one of the largest in the Pacific Northwest, has averaged $250,000 in annual billings in the past five years.

Floyd Flint, Seattle manager for JWT, will then join another Seattle advertising firm after Jan. 1. He declined to reveal the agency's name. Dave Jeffords, the other Seattle staff man for JWT, will go to Thompson's San Francisco office.

REUNION was held Nov. 13 in New York in honor of Gene Rayburn, a new WNBC WNBT (TV) New York disc jockey. Among those present were (l to r) Gordon Vanderwarker, former NBC guide, now BBDO media coordinator; Ted Cott, NBC vice president and WNBC-WNBT general manager; Mr. Rayburn; W. G. Martin, Lennen & Newell Inc., also a former NBC guide, and Frank Dodge, radio-TV producer, Leo Burnett Co. It was a particularly happy occasion for Mr. Rayburn. He began his career in broadcasting as an NBC page several years ago.

FAB ON LYRICS

Asks Firms to Clean Up

RECORDING companies have been asked by Florida Assn. of Broadcasters to clean up their lyrics. The action was taken at the association's Nov. 20-21 meeting at Daytona Beach [B•T, Nov. 24].

A resolution covering record lyrics was adopted after opponents to the action had contended broadcasters were responsible for the moral standards of the musical programs rather than the record manufacturing industry.

The resolution called attention to "a growing supply of questionable musical recordings" and called on station managers to caution their staff employes to be diligent in screening program material. Recording companies were reminded that "cleverness coupled with vulgarity will not be substitute for clean entertainment."

Among other actions, the Florida group voted its appreciation for the hurricane warning system set up by Johnn Prosser, WKAT Miami Beach. It urged the U. S. Senate to take prompt action to ratify the NARBA treaty.

Ken Ballinger, attorney for the Florida association, said the group's charter had been approved. He added that the remodeled State Legislature quarters include space for radio and TV as well as the press.

The association voted thanks to W. A. Smith, owner of WPLA Plant City, for filing a suit to test constitutionality of the 1951 Florida campaign expenditures law. Mr. Ballinger said the suit, now before the Supreme Court, could lead to a new Florida law governing freedom of speech. The suit challenges constitutionality of parts of the 1951 law dealing with rights of the general public to participate in political campaigns.

CROSLEY PROMOTION

P-O-P Plan Attracts Firms

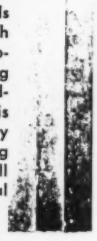
SIX of the nation's top food and drug chains have joined Crosley Broadcasting Corp.'s Point-of-Purchase Plan, R. E. Dunville, Crosley president, announced last week.

Latest to join is the Cincinnati branch of the Kroger Co. Others include Alber's Super Markets, Cincinnati; the Eavey Grocery Co., Xenia, Ohio; Grays Drug Chain, Columbus; Gallaher Drug Co., Dayton, and the Haig Drug Co., Indianapolis.

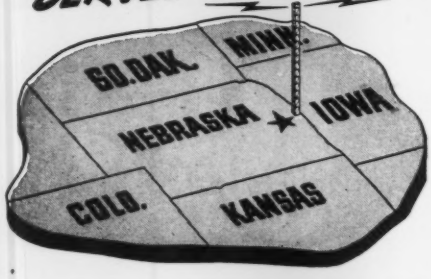
CBS Radio's Edgar Bergen launched his second annual "Operation Santa Claus" campaign over his program Nov. 16 to provide Christmas gifts for wounded soldiers in U. S. government hospitals. Last year the performer collected and distributed personally some 32,000 gifts.

Another BLUE RIBBON ACHIEVEMENT

Achievement in merchandising and promotion that builds extra value for the advertiser! Art Stadler, Omaha Branch Manager for Pillsbury Mills, Inc., congratulates KFAB's Promotion Director Don Shoemaker for one of the outstanding jobs of merchandising in connection with the company's advertising. In commending Shoemaker, Stadler stated: "This is the type of cooperation and support that keeps Pillsbury sold on radio as one of our most effective advertising mediums." A Free & Peters "Colonel" will be glad to tell you more about the achievement station—or write General Manager Harry Burke.



THE MIDWEST-EMPIRE SERVED BEST BY KFAB



QUIZ

Are You the One Out of 96

who can answer these 5 questions about oil?

(*for answers see bottom of page*)

1. What are the odds against bringing in an oil well in a promising area where oil has not been found before?

(*a*) *2 to 1* (*c*) *60 to 1*
(*b*) *12 to 1* (*d*) *8 to 1*

2. The United States used the greatest amount of oil in history in 1951. How much oil was found last year?

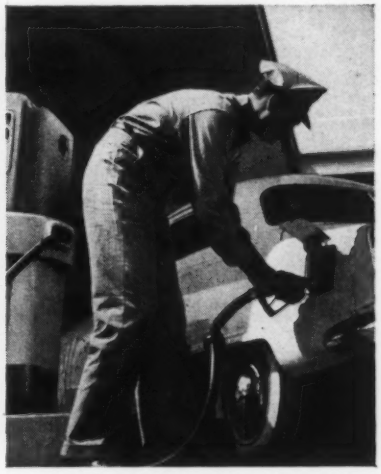
(*a*) *as much as was used* (*c*) *twice as much as was used*
(*b*) *less than was used* (*d*) *slightly more than was used*

3. Today U. S. oil companies refine 273 million gallons of oil every 24 hours. How does that compare with 1940?

(*a*) *83% increase* (*c*) *47% increase*
(*b*) *about the same* (*d*) *13% increase*

4. How much does it cost to ship a gallon of gasoline by tanker from Houston, Texas to Portland, Maine?

(*a*) *5 cents* (*c*) *1 cent*
(*b*) *8 cents* (*d*) *6½ cents*



5. How does the quality and price (excluding taxes) of the gasoline you buy today compare with 1925 gasoline?

(*a*) *50% better, costs no more* (*c*) *same quality, price*
(*b*) *20% better, costs less* (*d*) *50% better, costs more*

The answers to these questions give some indication of the job U. S. oilmen are doing to bring you and your neighbors the finest oil products at the world's lowest prices.

In spite of constantly growing demands, U.S. oilmen continue to meet all military and civilian needs. They are able to do this because they have constantly planned ahead, taken risks, and plowed back much of their profits into expansion.

America's demand for more and more oil only can be met under a system of free competition where privately-managed oil companies have a chance to stay in business by earning a profit while serving you.

Perhaps you, too, have some questions about the oil business. If so, write to Oil Industry Information Committee, American Petroleum Institute, Box 29, 50 West 50th St., New York 20, N. Y.

ANSWERS: 1. (d) 8-1; 2. (c) twice as much as was used. 3. (a) 83% increase; 4. (c) 1 cent; 5. (a) 50% better, costs no more.

NABET MEETING

Cancels Three ABC Shows

THREE network shows were blacked out Sunday Nov. 23 in Chicago when ABC members of the National Assn. of Broadcast Engineers and Technicians (NABET-CIO) were summoned by the international office of the union for an hour-long meeting.

The emergency session, scheduled from 4 to 5 p.m. (CST) for all NABET-ABC workers resulted in a blackout of *Super Circus* on the entire video network, originating as a Chicago feature. Radio shows piped in from New York, *Light and Life* and the *Greatest Story Ever Told*, were replaced with transcribed music from the transmitter site.

NABET officials say the meeting was called for ABC members to discuss several grievances, one of which was an unfair labor practice charge which NABET filed with the National Labor Relations Board Nov. 20. More than 200 persons, some not affiliated with ABC, attended the meeting. Union chose this time in order to gain maximum attendance from workers on duty at the ABC stations, WENR-AM-TV, a spokesman said. Network claims the meeting caused a work-stoppage, charging violation of terms of the ABC-NABET agreement.

Present contract expires Jan. 31, 1954, although there is a wage reopener clause which becomes effective next January.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
Regular Week October 5-11, 1952
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average for All Programs)	(5.0)
1	Amos 'n' Andy (CBS)	11.2
2	Lux Radio Theater (CBS)	11.1
3	Jack Benny (CBS)	10.6
4	Charley McCarthy Show (CBS)	9.3
5	Arthur Godfrey's Scouts (CBS)	8.8
6	People Are Funny (CBS)	8.6
7	Fibber McGee and Molly (NBC)	8.2
8	Our Miss Brooks (CBS)	8.2
9	You Bet Your Life (NBC)	8.1
10	Suspense (CBS)	7.6
	EVENING, MULTI-WEEKLY (Average For All Programs	(3.3)
1	Lowell Thomas (CBS)	5.6
2	One Man's Family (NBC)	5.4
3	News of the World (NBC)	5.4
	WEEKDAY (Average For All Programs)	(3.8)
1	World Series (MBS)	16.0
2	Our Gal, Sunday (CBS)	6.6
3	A. Godfrey (Liggett & Myers) (CBS)	6.6
4	Romance of Helen Trent (CBS)	6.5
5	Arthur Godfrey (Nabisco) (CBS)	6.2
6	Guiding Light (CBS)	6.0
7	Ma Perkins (CBS)	5.8
8	Pepper Young's Family (NBC)	5.7
9	Right to Happiness (NBC)	5.7
10	Backstage Wife (NBC)	5.6
	DAY, SUNDAY (Average For All Programs)	(3.0)
1	World Series (MBS)	18.3
2	True Detective Mysteries (MBS)	4.3
3	Wilson, Glickman and Lee	4.1
	DAY, SATURDAY (Average For All Programs)	(3.0)
1	Theatre of Today (CBS)	6.9
2	Fun For All (CBS)	6.1
3	Stars Over Hollywood (CBS)	6.1

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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CAMP JOINS WDOK

As Vice President, Manager

APPOINTMENT of Harry Camp, assistant general manager of WQAM Miami, Fla., as vice president and general manager of WDOK Cleveland (effective today [Monday]), was announced last week by R. Morris Pierce, president of Civic Broadcasters Inc., WDOK licensee.

Mr. Camp

Mr. Camp, who joined WQAM four and a half years ago, was for nine years previously sales manager of WGAR Cleveland. He succeeds Walberg Brown [B•T, Nov. 24], who resigned as WDOK president and general manager to take a much needed rest.

Mr. Camp also will acquire a minority stock interest in WDOK, the WDOK president said. The new manager resumes his former active role in Cleveland civic and social affairs; he was president of the Cleveland Kiwanis Club in 1946, a member of the Cleveland Boys' Town Foundation board of directors, Cleveland Sales Executives Club and of the Assn. of Grocery Mfrs. Representatives.

In Miami, Mr. Camp was director of the Dade County Community Chest and belonged to the Salvation Army Advisory Board. Miami Kiwanis Club, Miami Shores Country Club and Miami Beach Rod and Reel Club.

Mr. Camp will live at Cleveland's Lake Shore Hotel. WDOK stockholders also are stockholders of Civic Television Inc., applicant for uhf Ch. 35 at Erie, Pa. [B•T, Oct. 20]. Mr. Pierce said these stockholders feel Mr. Camp's long association with Cleveland advertising media and civic and social organizations adequately qualifies him for the WDOK position.

SELECTION of 100 scripts of CBS Radio's *This I Believe* program was published in book form last week by Simon & Schuster. CBS news commentator Edward R. Murrow, who also conducts the program, wrote the foreword.

RADIO FIGHTS

Fellows Hits Critics

BROADCASTERS are getting tired serving as a target for groups and persons who want "a first-class whipping post," NARTB President Harold E. Fellows declared last week.

Speaking Monday at the meeting of the Tennessee Assn. of Broadcasters in Nashville, he chided the "self-appointed experts who devote their genius to an evaluation of radio and television."

Point to the popularity of radio and TV with the public, Mr. Fellows suggested columnists' favorite past-time "is driving a ten-truck truck back and forth over a medium that has done more for the welfare of the citizens of the United States than any other medium in the history of this nation.

NARTB isn't going to be "dissuaded" from its radio and TV self-regulatory codes "by the tomato throwers in the gallery," he added.

Listing some of the radio-TV troubles, he said:

"There's Sam Rayburn telling us we can't take microphones and cameras into Congressional hearing rooms; and the State of New York passing a law forbidding television coverage of public hearings. High School athletic organizations at the state level are getting that old "pro bono pro" look in their eye and trying to set up miniature NCAA plans. Before long, the rasslers will be demanding dressing rooms and ten-year contracts. One religious group says we should forbid paid religion on the air; another says we should permit it. The law says we are subject to libel and defamation suits; and the Commission says we can't censor political speeches.

"It seems like nobody likes us but the public. Some day, some annointed soul is going to get on his feet and say himself a piece about radio and television.

"About how radio and television cover wars and elections. . . . About how radio and television went all out in the greatest mass medium effort to deliver the vote that has ever been undertaken in America; yes, and delivered it, too."

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

ABOUT 25% OF ALL

SALES

MADE IN VIRGINIA

ARE TO

WDBJ LISTENERS

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives

FARMERS

Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

XUM

FORD GROUP

Studies GI Information

THE FORD Foundation was off on a new exploration last week—a study of armed forces public information programs by its Fund for the Advancement of Education. Role of the various media also will be looked into.

The study was requested by Mrs. Anna M. Rosenberg, Assistant Secretary of Defense (for manpower and personnel), "to assist in the continued development of existing information programs." Stress will be laid on "proven techniques and procedures that are adaptable to the needs of the armed forces."

Peacetime conscription twice within the nation's history has created problems and issues for the programs and "have led to repeated critiques and reviews both by non-military committees and agencies," Mrs. Rosenberg noted.

Dr. Frank H. Bowles, director of the College Entrance Examination Board, will head research on all information materials and programs, including media, in the U. S. and abroad.

UN TELECOMMUNICATIONS

Considering Own System

UN was reported last week to be considering the establishment of its own telecommunications system to avert any breakdown in communications as a result of labor difficulties.

A spokesman said that the world organization is reviewing the existing system with a view toward improving staff harmony and efficiency as well as reducing costs. Currently all work in connection with installation, operation, and maintenance of radio broadcast, television, facsimile, and audio equipment is handled on contract by B. Eichwald & Co., New York, which has an agreement with Local 1212, International Brotherhood of Electrical Workers (AFL).

Several high UN officials, the spokesman said, were critical of this arrangement because the union has on occasion voiced strike threats, leading to friction among personnel. They also believe, the spokesman added, that its own system would be less expensive.

Some problems under a UN-operated system would be the initial outlay needed to bring qualified technicians from abroad and the use of personnel at times when the General Assembly is not in session.

WGAR Binaural Feature

WGAR-AM-FM Cleveland reported it received a "whopping" mail response to its Nov. 10 binaural broadcast. The binaural technique was used to attract further interest in Hal Morgan's *Pop Concert*, featuring light classics from 11:15 p.m. to 1 a.m. weekdays.

NARTB CODE DEBATE

Con's Best Pro's at Chicago TV Council Meet

CHICAGO columnists blasted the NARTB Television Code Nov. 19 in a Chicago Television Council panel session at which only two station representatives held up a strong defense. Although the pre-announced topic was pro's and con's of the Code, the cons took over the regular luncheon session at the Sheraton Hotel.

Stalwarts in the defense strategy were Bob Savage, continuity acceptance manager at ABC Chicago, and Harry Ward, who has the same assignment at NBC Chicago. On the offensive were Larry Wolters, columnist critic for the *Tribune;* Janet Kern, *Herald-American,* and Jack Mabley, *Daily News,* along with Dave Parsons, legal advisor for the *Tribune* and WGN Inc., and S. C. Quinlan, assistant manager of WBKB (TV). NBC (WNBQ) and ABC (WENR-TV) subscribe to the Code. WGN-TV and WBKB do not.

Mr. Ward attempted to refute negative arguments outlined by the panelists by saying the Code was not designed to "be a be-all and end-all" formula. "Inevitably one's morals are as high as one's sales," he opined, "and Code interpretation is based on this." Terming the Code a good yardstick, he said NBC would have formulated one of its own had not the NARTB devised one first.

Care Is Exercised

Mr. Ward pointed to sections of the Code pertaining to advertisers, saying "we don't want just any old con man on our station, and bad dollars drive out good dollars. We have a lot of good clients and we don't intend to lose them" by taking bad accounts, he said. The Code is relative, "as are all matters of good taste." He noted that NBC Chicago tries to attract more viewers and good clients, and that the Code aids in these objectives. In answer to one of the columnists, who said the Code was "hilarious" because of the discrepancy between Code theory and station practice, Mr. Ward noted that he, taking the same approach, could "consider the Ten Commandments" a big joke when viewing the naughtiness of some of my neighbors.

Mr. Mabley, columnist-critic for the *Daily News & TV Forecast,* a fan magazine, and a trade paper correspondent, said the Code was "a lot of hooey." Terming it "nothing more than good public relations," he recommended adoption of the Code by the Chicago Television Council merely as a public relations measure. As "an effective working weapon," however, he considered it a "joke" because there are no enforcement provisions.

The language is ambiguous and the interpretation a matter of opinion, he asserted, with the Code serving as a "good crutch when you want to turn something down."

Mr. Wolters of the *Tribune* termed the Code as useless as "a code in the head." He cited telecasts election night, when four or five spots were "cemented together with a few bulletins." Moral and ethical standards of the licensee determine program quality, he said.

Miss Kern suggested that the Code was not a good public relations vehicle as the public knew nothing about it, and she therefore recommended that it not be sanctioned by members of the council. She charged the Code accomplishes none of its purposes.

The panel was moderated by Frank Reynolds, newscaster at WBKB, who was introduced by Council President George Heinemann. The next meeting of the group is scheduled for Dec. 17, when *Kukla, Fran & Ollie* will be guests of honor at the Christmas luncheon.

PEERLESS Photo Products Inc. has prepared for free distribution a guide listing documents which, under federal law, may not be reproduced photographically. Guide may be obtained by writing to the company at Shoreham, Long Island, N. Y.

NBS BUILDING

Underway in Boulder, Col.

CONSTRUCTION is underway on a new building at Boulder, Col., to house the Central Radio Propagation Lab. of the National Bureau of Standards, it has been announced.

Building will be located on a 210-acre site directly south of the city, near the campus of the U. of Colorado. It will provide facilities for research on the propagation of radio waves and expended utilization of the radio spectrum now being used for FM, television, facsimile and radar.

More than 50 members of the NBS tropospheric research group are now housed in temporary quarters at Boulder, pending completion of the new building sometime early in 1954. Within two years a staff of about 500 will be employed there.

Drawings and specifications were prepared by Pereira & Luckman (Charles Luckman, former president of Lever Bros.), architects.

Thesaurus Release

RCA Thesaurus is releasing to subscriber stations this week two special quarter-hour script shows for broadcast during January to help promote the "March of Dimes" campaign.

be..R-W.*
Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!
RADIO'S TOP
● AUDIENCES ● MARKETS
● PERSONALITIES
Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.
WKAP (a)
1000 W. ALLENTOWN, PA. 1320 KC.
WNAR (b)
500 W. NORRISTOWN, PA. 1110 KC.
WNR (b)
1000 W. BECKLEY, W. VA. 620 KC.
JOE RAHALL, PRESIDENT
National Representatives
(a) WEED & COMPANY ● (b) THE WALKER COMPANY
RAHALL STATIONS

IT'S AS SIMPLE AS A-B-C

Always buy WCKY, with 50,000 watts of selling power which not only blankets all of the Cincinnati Trading Area, but gives you a big PLUS in outside coverage. ALWAYS make WCKY your #1 buy in Cincinnati.

Buy the station that gives you a bigger audience at a lower cost—WCKY—with news and music which draws a large responsive audience. You get big results on WCKY with a low, low budget.

Call collect Tom Welstead
Eastern Sales Manager
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Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

AND GET YOUR SHARE OF SALES IN CINCINNATI
WCKY—FIFTY GRAND IN SELLING WATTS

WCKY . . . ON THE AIR EVERYWHERE • TWENTY-

SELL IN CINCINNATI!

WHY NOT JOIN THIS LONG LIST OF ADVERTISERS WHO HAVE FOUND IT AS SIMPLE AS A-B-C TO GET BIG RESULTS AT A LOW, LOW COST IN CINCINNATI:

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GENERAL ELECTRIC
TIDE
SHULTON OLD SPICE
BAYER ASPIRIN
COLGATE DENTAL CREAM
HALO SHAMPOO
ROMAN CLEANSER
NEW YORK CENTRAL R.R.
MINIPOO
LIFE SAVERS
ZEST
VIRGINIA DARE WINE
MOTOROLA
SPIC 'n' SPAN
SILVER STAR BLADES
FORD
STANBACK
KROGER
GRENNAN CAKES
BLONDEX
MGM PICTURES
LINCOLN MERCURY
CONTINENTAL BAKING
SHERATON HOTELS
VICKS
PLYMOUTH
PUSS 'n BOOTS
FLORIDA CITRUS
DE SOTO
GROVE LABORATORIES
LIPTON SOUP
ROYAL PUDDING
FLETCHERS CASTORIA

FIFTY GRAND IN SELLING WATTS

WCKY

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

XUM

editorial

Bias Versus Fact

WE LIKE the plan of Sigma Delta Chi, professional journalistic fraternity, to sponsor a survey of charges of bias in news coverage of the Presidential elections. While the allegations of a "one-party press" were levelled principally against the newspapers, radio and television were not spared in the attacks of Democratic spokesmen.

Because the 22,000 membership of SDX embraces all facets of news gathering and dissemination, a survey under its auspices would not be suspect. SDX, of course, must seek funds for this all-inclusive impartial analysis. It has in mind the Ford Foundation. That organization has as one of its objectives the maintenance of our free institutions. Certainly the maintenance of a free press and radio fall in that category.

The facts should be known—for the guidance of the public and the media too. The study should be made prior to the Congressional elections two years hence.

Bad Start

IT WAS unfortunate that the President-elect should have become embroiled in a dispute over the rights of rival news media before he even moved into the White House.

Unfortunate and unnecessary.

It was also unfortunate that radio and television were obliged to protest so vigorously against their exclusion from the pool party of newsmen covering the Korean trip.

That may have been unfortunate, but it was undeniably necessary.

The arrangements first announced by James Hagerty, Gen. Eisenhower's press secretary, could not be allowed to stand as a precedent for news coverage of the new administration. Though the compromise of last week did not satisfy the requirements of TV, it at least emphasized the principle that broadcasting can no more be represented by a pool confined to a press association reporter, a still photographer and a newsreel man than newspapers could be represented by broadcasters.

We find it hard to understand how the decision to exclude radio and TV came about. Surely Gen. Eisenhower himself understands the importance of radio and television, the media successfully used by his running-mate in the recent campaign to explain away a situation that could have cost the election.

Perhaps the decision did not come from him. Perhaps it came from a subordinate who still thinks in terms of "*press* relations" instead of relations with all the news media.

While we're on this subject, we'd like to propose that the title of the Eisenhower staffer assigned to this job be changed from that of "*press* secretary" to "public information secretary" or any other name that would not suggest he was restricted to dealing only with the press, and in the alternative, a separate secretary for radio and TV.

The public's reliance upon radio and television was superbly demonstrated during the recent campaigns. We would remind the President-elect and his advisers that the public will certainly not turn from these great media now that the elections are over.

If newsmen are to go along on the Korean journey, they should include one from each of the two media which deliver the news fastest and to the most people.

The FCC and Ike

WEEKS MAY PASS before the incoming Eisenhower Administration divulges what plans it may have for reorganization of the FCC, if any.

Notice already has been served by Gov. Sherman Adams, who becomes the new Assistant to the President, that there will be changes in the "alignment and status" of some of the independent agencies. This, of course, could include the FCC.

In the absence of specific mention of the FCC, however, one must look to the record. It is obvious that Gen. Eisenhower is using the recommendations of the Hoover Commission of 1949 as his thesis. That report, only partially complied with by President Truman, dealt with reorganization of the executive branch.

Where did the Hoover Commission stand on the FCC? It recommended that it remain an independent agency and that it be not lumped into one of the existing departments or into a new department of transportation and communication.

This 1949 report found many deficiencies in the FCC methods of operation. It criticized red tape and unnecessary delays and expense in its operation. But it found the same condition in other agencies, too. The FCC wasn't singled out. It found the then stipulated $10,000 salaries too low to attract good men. Congress subsequently increased the stipend to $15,000.

Since the Hoover Report, the FCC has been under fire because of lethargy and ineptness in the handling of television allocations. The FCC has complained about lack of manpower to cope with this big job. Others have argued that the FCC bungled the allocations because of its "planned economy" approach.

If there is general dissatisfaction in the GOP over the FCC (and we certainly haven't yet detected it), the new Administration could resort to drastic measures. It could offer "ripper" legislation, to reorganize the FCC. Thus terms of the incumbent Commissioners could be terminated. The President then could nominate an entire new Commission. Without a new law, the incoming President would have only two vacancies to fill—one immediately and the other in June. But this would be sufficient to swing the political balance from the Democrats to the GOP. There are now four Democrats (Walker, whose term expires in June; Merrill, who holds a recess appointment and won't be renamed; Hennock, whose term runs until 1955; and Bartley, whose term runs until 1958). The Republicans are Hyde (1959) and Sterling (1957). Webster, Independent, serves until 1956.

The President selects his own Chairman. Gen. Eisenhower could name one of the present members (Hyde is being strongly supported) or he could name one of the new Commissioners to the post.

Radio regulation has been a controversial subject since it began in 1927. The FCC, which took over in 1934, has been involved in more controversy and intrigue than any of the other old-line agencies. It has a tough job because whenever it pleases one side, it simultaneously arouses the wrath of one or more unsuccessful contenders.

We hope the new Administration doesn't resort to "ripper" legislation. The FCC isn't that bad. So far as we know there's been no corruption. A couple of Commission-level changes and a GOP Chairman who knows the ropes, could make the FCC one of the better agencies of Government.

our respects to:

DR. FRANKLIN DUNHAM

DR. FRANKLIN DUNHAM, longtime NBC educational director and now chief of the Radio-TV Div., U. S. Office of Education, seemed a little surprised when a reporter asked if he regretted leaving the broadcast industry.

Dr. Dunham didn't feel that he had left the industry at all, but rather had simply broadened his scope of participation.

His daily tasks keep him intimately associated with both radio and television, although it is true that his energies are directed at aiding efforts of schools' broadcast activities.

Latest events in commercial broadcasting continue to absorb his interest. And he is frequently in touch with broadcasting's top-level executives.

The dual aspects of radio and education have intertwined throughout Dr. Dunham's broadcasting career, which dates back to 1922. Although "Frank" Dunham belongs to that honored circle of radio pioneers, he grew into manhood expecting to become an engineer.

He was born in Brooklyn, N. Y., May 17, 1892. His father, the late Frank Dunham, had been an early executive of silent motion picture producing firms in New York.

It was he who advised young Franklin to study engineering because that appeared to be the most lucrative profession. Toward that end, Dr. Dunham attended Columbia U. A change of heart made him switch to law school, also at Columbia. In addition to his law studies, he showed an early interest in journalism. He was editor-in-chief of the *Columbia Spectator*, was president of the Intercollegiate Press Assn. and was campus correspondent for *The New York Times*.

Fresh out of college, he answered a "want ad" in *The New York Times*. The ad had been placed by the Victor Talking Machine Co., of Camden, N. J.

Dr. Dunham landed the job. His duties generally were to stimulate music appreciation among schools as a part of the pupil's training. During the years 1916-1921, he was instrumental in placing 600 Victrolas in New York public schools.

In 1922, he joined the Aeolian Co. as educational director. That year, he began to present programs over WJZ New York.

His interest in music led to several years' residence at work and in study in Europe. He was decorated by the French Government with the Cross (with Palms) and given the title of Officer Instruction Publique for his work in recorded music. He was appointed an

(Continued on page 84)

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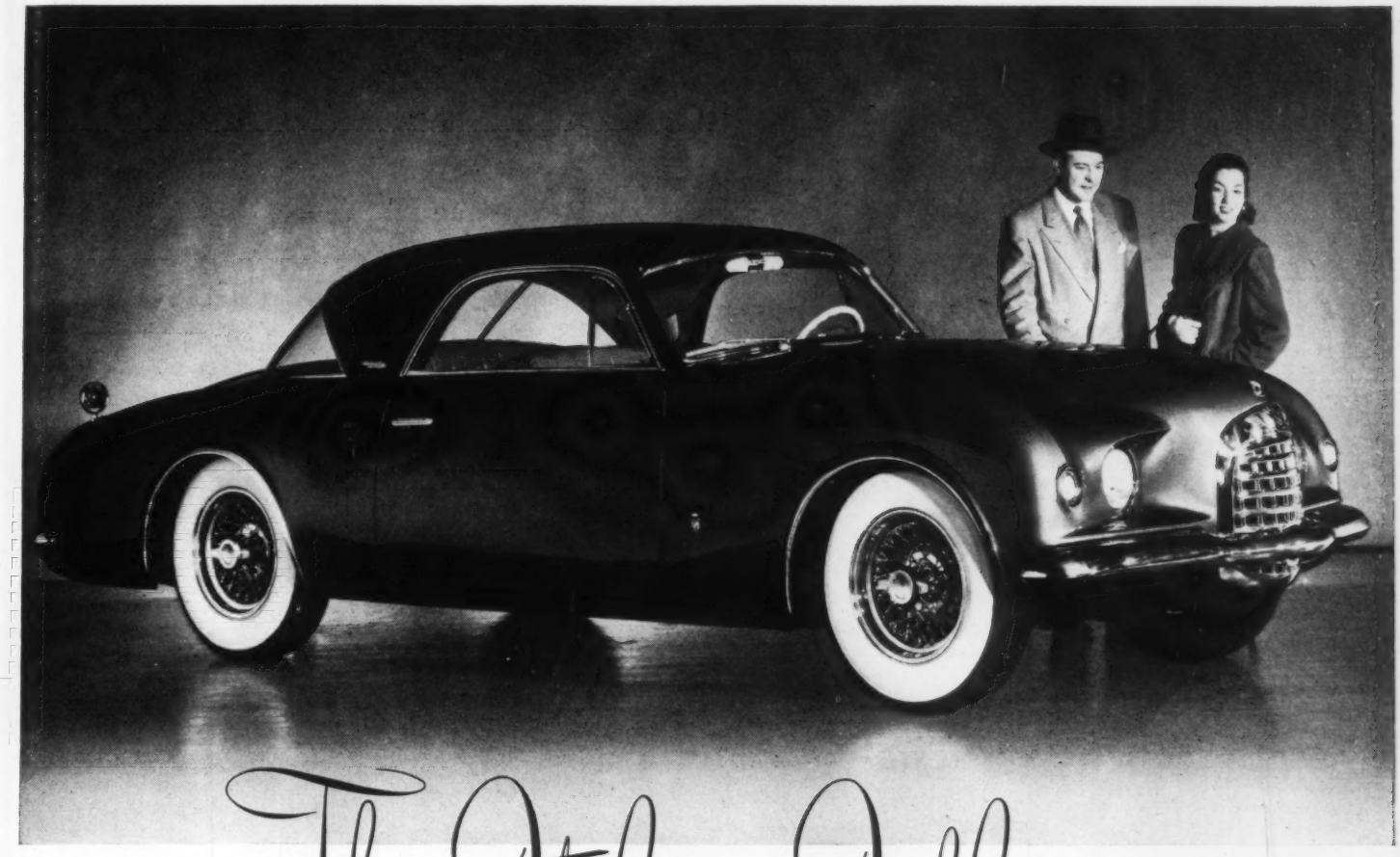

The Italian Influence

Typical of the increasing Italian influence on American industry and arts is this experimental Chrysler sedan built in Turin, Italy, by Carrazzeria Ghia, noted Italian body maker. In the world of fashions, furniture, food and film, the Italian influence also continues to play an ever increasing part in the art of good living. A study of the New York Times and New York Herald-Tribune for the first six months of the year shows that the Italian influence on American home decoration, furnishing and table is far greater than that of any other country, and in fashions, Italy is second only to the French and rapidly closing the gap.

What does all this mean to you? Just this. To more than two million Americans of Italian origin in the New York area, WOV is the link between the old world and the new. It is upon this tremendous group that the growing Italian influence for better living makes its first and most penetrating impact. The intimate association between WOV and this largest Italian-speaking community in the entire world calls for a new appraisal of the great Italian audience in New York.

We are ready to give you the details.

Originators of *Audited Audiences*

WOV

NEW YORK

5000 WATTS

Representatives:
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front office

NEIL D. CLINE, sales director, WHAS-AM-TV Louisville, Ky., appointed assistant director of outlets. JOHN FOUTS and AL GILLEN named radio and TV sales managers, respectively.

GARY HARGER added to WICC Bridgeport, Conn., sales staff.

ROBERT MERRYMAN, WLW and WLWT (TV) Cincinnati announcer and STAN CORDREY, sales promotion manager in Cincinnati area for Nash Motor Co., to WLWT (TV)'s sales staff.

KENNETH M. QUAIFE, sales staff, WOW Omaha, Neb., elevated to assistant sales manager.

AL LaGUIRE, former program director and assistant manager, WMTE Manistee, Mich., appointed general manager of WION Ionia, Mich., new station now under construction.

GEORGE W. CLARK Inc. appointed national representative for KYA San Francisco, effective Dec. 1.

FREE & PETERS, station representation firm, changing New York office telephone number to Plaza 1-2700, effective Dec. 8.

WALKER REPRESENTATION Co., N. Y., appointed national representative for WFCB Dunkirk, N. Y.

Personals . . .

JOHN F. PATT, president, WGAR Cleveland, elected member of board of directors representing radio, Ohio State Chamber of Commerce. . . . NORMAN NELSON, managing director, Southern California Bcstrs. Assn., presented with certificate of appreciation by Rear Adm. Richard W. Berry "for outstanding public service to the Civil Defense & Disaster Corps of Los Angeles" by SCBA. . . . BOB WOOD, account executive, KNXT (TV) Hollywood, father of girl, Virginia, Nov. 22.

This Clock gives you correct time

STYLE 37-15" S. S.
Sweep Seconds
Self-winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
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One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for *Dependable, Exact Time-keeping.*

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.
Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years
207 WILLOUGHBY AVENUE · BROOKLYN 5, NEW YORK

Strictly Business

(Continued from page 16)

necessary TV costs, he believes "the reducing job should be a cooperative effort, coupled with better know-how, both in programming and production."

To this end, Mr. Kaufman is constantly on the lookout for new packages, stipulating "they've got to be superior in production and entertainment value."

Already being shown throughout the country are such Guild distributed quarter-hour TV film series as *Invitation Playhouse*, dramas; *Close-Up*, news dramatizations; *Lash of the West*, adventures; and *Call the Play*, live and film action sports quiz.

Convinced of the market for library services, he has started distribution of *The Guild Sports Library*, group of 30-second film clips of 400 sports personalities. Contracts include unlimited use and receipt of 10 additional film clips per month.

Guild Film Library includes scenes of floods, fires, earthquakes, and national buildings in groups of 400. It is available on an unlimited basis to TV stations, networks, and advertising agencies (except theatrical and TV film producers) for incorporation into live-action video programs.

In preparation is *Guild News Library*, which will use the same treatment on national and international news personalities and events.

Instead of waiting for more stations to start operations, which might better pro-rate expenses, Mr. Kaufman has prevailed upon his producers to reduce the cost of Guild distributed film programs in anticipation of the new outlets.

Though the Kaufmans, Reub and Jane, now reside in New York where their apartment overlooks the East River, Mr. Kaufman is in close contact with his various offices. Their son, Curtis, now in Germany with U.S. Army Information, plans to follow his father's lead and has asked him to keep a job open in the film shipping department.

NLRB ACTIONS
Set Precedents in Cases

THE NATIONAL Labor Relations Board last week deprived two unions of bargaining benefits whose officer filed a falsified non-Communist affidavit and served notice it will back up any employer who refuses to bargain with his employes' union during a work slowdown.

The two cases did not touch intimately on radio and television but the implications are significant to the broadcast industry in its labor-management relations.

The board (1) acted on the first as result of a conviction by a U. S. District Court (Camden, N. J.) of a union officer who had filed a false statement, and (2) ruled unanimously as to employer rights—the first time this question had come before the board.

The labor groups involved in the Communist issue are Local Industrial Union 80 and 80A (CIO), comprising food, tobacco and packinghouse workers, which were denied further NLRB services in election and unfair labor practice cases and whose certifications as bargaining agents were revoked. Anthony Valentino, business manager of the union groups, was convicted of filing the affidavit.

The other action involved the Phelps Dodge Copper Products Corp. and Local 441 of the International Union of Electrical Workers (CIO). The board ruled that the slowdown at Elizabeth, N. J., plants constituted "an absence of fair dealing" which precluded testing the employer's own good faith and termed it a "harassing tactic." Employers already are permitted to discharge such employes.

BAB's Budget Figure

BAB's annual operating budget currently is $620,000 and is expected to exceed $660,000 by March 31, the end of the bureau's current fiscal year. A report in the Nov. 24 issue of BROADCASTING • TELECASTING, while correctly reporting the current budget, inadvertently gave the expected figure by March 31 as $600,000, rather than $660,000.

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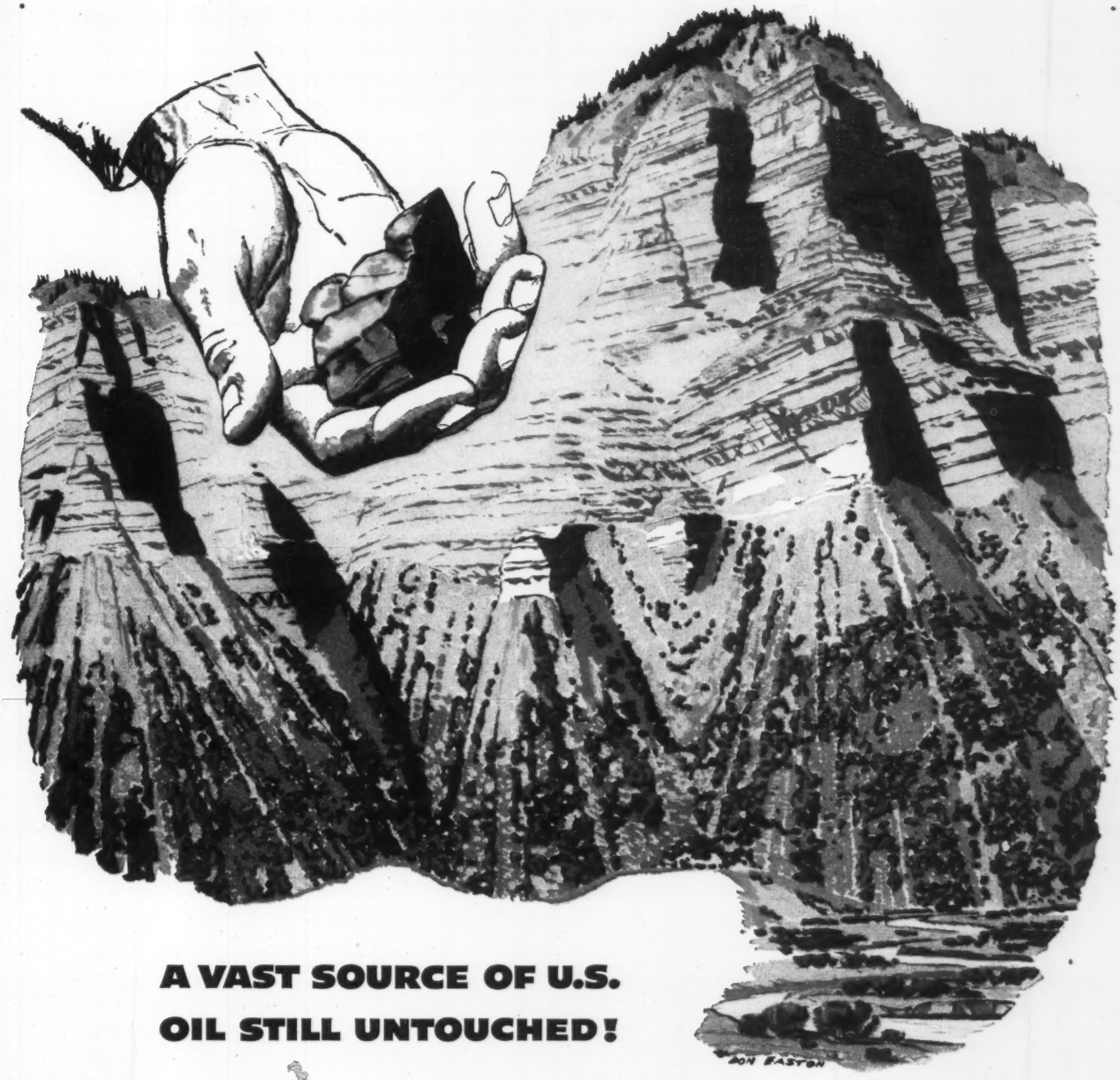
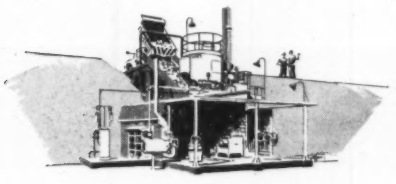


A VAST SOURCE OF U.S. OIL STILL UNTOUCHED!

1. Many Americans have probably never heard about oil shale—one of our country's greatest natural resources. Shale is a rock formation that contains kerogen—a solid that breaks down into oil and coke when heated. There are a number of shale formations in the U. S., the richest of which is in the Green River Basin of Colorado and Wyoming. This single 1000-square-mile deposit contains *three times as much* oil as the total proven crude oil reserves of the U. S.!



2. However, the big problem has been how to extract the oil from this shale on an *economical* basis. Union Oil research men have been experimenting with shale oil extraction since 1943. One of their accomplishments was the development of a retort that can extract shale oil far more economically than any previous method.

3. This retort—along with improved mining and refining techniques—has reduced the cost of producing oil from shale more than most people realize. And each year the cost of finding and producing crude oil continues to rise. At some time, then, it is probable that oil can be obtained from shale at a cost competitive with crude oil.

4. When this will come about is anybody's guess. But one thing is certain: the American people can be sure that this natural resource of theirs will be developed at the earliest possible date with the greatest efficiency *only if private enterprise* is left free to do the job. For our *competitive* private enterprise system has demonstrated time and time again that it can develop better products, for more people, at lower prices than any method yet devised by man.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

THE QUAD-CITIES
11th IN EFFECTIVE BUYING INCOME PER CAPITA
among Sales Management's 162 Metropolitan Areas
•
Distributors and merchants here are pleased that the Quad-City area has moved 3 steps ahead to 11th place in the effective buying income category. This great depth of quality among 240,500 Quad-Citians is a pretty good promise of success for the advertiser who has good merchandise to sell and does it wisely through the use of WHBF — a Quad-City sales medium for over 25 years.
Les Johnson, V. P. and Gen. Mgr.
QUAD-CITIES
IOWA
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

30 Years
of
Fitting a Medium to a Market
WSYR ACUSE
NBC AFFILIATE
Covers ALL of the Rich Central N.Y. Market
•
Write, Wire, Phone or Ask Headley-Reed

air-casters

MAJ. JERRY ROSS, USAF, returns to ABC Western Div. as director of publicity, following separation from Armed Forces.

ROBERT C. CANEPA to KMOX St. Louis, as merchandising manager.

T. J. MARTIN, program director of WGHF (FM) New York, to WBUD Trenton, N. J., as disc jockey.

DAN GRIFFIN, WGTM Wilson, N. C., to WBIG Greensboro, N. C., as program director.

WILLIAM A. VAUGHN, WFBM Indianapolis, to KRES St. Joseph, Mo., as program director.

BOB LEWIS, KOWH Omaha, and **JOHN MacDONALD,** CKOY Ottawa, to WJON St. John's, Newfoundland, as producer and sports announcer, respectively.

HAL BELFER, dance director, Universal-International, and choreographer, NBC-TV *Colgate Comedy Hour,* starring **DONALD O'CONNOR,** resigns from former position to devote all his time to television.

SAM BALTER, sportscaster, KLAC-TV Hollywood, named to board of directors, Greater Los Angeles Press Club.

GEORGE C. BIGGAR, director of the *National Barn Dance* at WLS Chicago, elected vice president of downtown Chicago Kiwanis Club.

JACK BRICKHOUSE, sportscaster at WGN-TV, is writing 1952 baseball review for *Encyclopaedia Britannica.*

J. WINSTON PENNOCK, photographer, KNX and KNXT (TV) Hollywood, promoted to head of photographic department.

BOB HENDRICKS, head of transcription department, KNX Hollywood, promoted to associate director.

JOHN C. DRAKE, publicity director at WLS Chicago, elected president of Oak Park, Ill., Kiwanis Club.

RUS CONKLIN and **PAUL MARION,** Hollywood radio-TV actors, assigned roles in Paramount Pictures feature film, "Arrowhead."

DON PORTER, co-star of upcoming NBC-TV *Private Secretary* series, assigned role in Paramount Pictures feature film, "The Caddy."

DICK LANE, KTLA (TV) Hollywood personality, awarded plaque from Fort MacArthur (Calif.) for "consistent and outstanding contributions in boosting morale of service personnel."

RICK REINERT, staff artist, WXEL (TV) Cleveland, appointed art director there.

BILL HERSON, morning man on WRC Washington *Timekeeper* show, has retired.

DON JAMES, former program director, WEAT Lake Worth, Fla., to WORZ Orlando announcing staff.

BILL WRIGHT, disc jockey, WPIN St. Petersburg, father of boy, Nov. 10.

JOE BEHAR, WPTZ Philadelphia staff director, father of boy, Jeffrey, Nov. 20.

CHARLES PARKER, control room operator, WDRC Hartford, Conn., father of girl, Kathleen Anne, Nov. 13.

FREDDIE KIMZEY, assistant to **LEO GUILD,** publicity director, KLAC-AM-TV Hollywood, and **BRUCE CAMERON,** log editor, *Radio-TV Life,* will be married, Dec. 10.

ED LOCKE, WIP Philadelphia announcer, and Alice Rubin, announce their engagement.

IRENE ZEITZ, accounting staff, WIP Philadelphia, and Norman L. Blumberg, have announced their engagement.

***News* • • •**

GEORGE HAMILTON COMBS, WMGM New York news analyst, resigned as special assistant U. S. attorney and chief trial counsel for Office of Price Stabilization effective Nov. 30, to resume private practice of law and continue radio and TV assignments.

JAY CROUSE, formerly of KFRU Columbia, Mo., to WHAS-AM-TV Louisville, Ky., as writer in news department.

FRANCIS J. KENNEDY, news editor, WHBF-AM-TV Rock Island, Ill., father of boy, Peter, Nov. 15.

Boston AFA Meet

ADVERTISING Club of Boston will be host for the annual New England District of the Advertising Federation of America meetings Feb. 16-17, Leonard M. Marcus of Springfield, Mass., district governor, reported last week. Program dealing with media and advertising problems has been planned for the two-day session. Paul A. Newsome, public relations counselor, is president of the Advertising Club of Boston.

'GOSPEL HOUR'

Program Is on 100 Outlets

ONE HUNDRED radio stations now broadcast the non-denominational *Children's Gospel Hour,* according to Rev. Henry C. Geiger, its director. The program is furnished free to stations as a public service and is intended, according to Rev. Geiger, to reach the "30 million boys and girls" who do not now attend Sunday School.

The programs are supplied on "mini-groove" discs recorded by Allied Record Mfg. Co. from tape supplied by the *Children's Gospel Hour.* Each 12-inch disc records a 14-min., 30-second program. Each is a recording of a Sunday School service with a different group of children and includes singing, answering questions, and a short message by the director. All races and creeds are included. *Children's Gospel Hour* is supported by voluntary contributions and programs are furnished free to stations accepted by the group. Mailing address is Livingston, Tenn.

ZIV HATS

Off for 'Freedom' Show

FREDERIC W. ZIV Co. is tipping its hat collectively to sponsors of its transcribed radio series, *Freedom U. S. A.*

According to the Ziv company, the red, white and blue cardboard hats were distributed as part of Ziv's promotion of the program and also to fit in with the campaign's theme: "I like America."

Total sales of the series have reached 600, according to Alvin E. Unger, vice president and radio sales manager, who noted Mid-Continent Petroleum Corp., Tulsa, will use the *Freedom* program to bolster its sale drive in two areas—on KGFF Shawnee, Okla., and KUOA Siloam Springs, Ark.

He also announced the program's sale to six more distributors of the Pan-Am Southern Corp. in Alabama and Mississippi divisions. Sales with that company in the past two weeks **total 14.**

the cornerstone of every advertising campaign in New Haven and New England
TV WNHC FM
WNHC RADIO NBC
represented by the Katz Agency

XUM

DECEMBER 1, 1952

TELECASTING

EDWARD LAMB
president

Our Motto...

"WE SERVE the MARKET
WE SELL the PEOPLE"

It is our firm policy to give the people the utmost in local and public service programming, to further the progress of the community, and at all times the very best in commercial shows. To the advertiser we guarantee merchandising assistance plus and complete cooperation.

SERVED AND SOLD

WICU TV
THE ERIE DISPATCH STATION
ERIE, PA.

WTOD
1000 WATTS
TOLEDO, OHIO

WIKK
ERIE, PA. - 5,000 WATTS

WHOO
ORLANDO, FLA.
10,000 WATTS

Channel 6
WTVN TV
COLUMBUS OHIO

RADIO
NEWSPAPER
T.V.

Edward LAMB ENTERPRISES INC.

New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co. *WHOO—Orlando, Fla.—Avery-Knodel, Inc.* *ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.*
WTVN-TV—Columbus, O.—Headley-Reed Co. *WIKK—Erie, Pa.—H-R Co.* *WTOD—Toledo, O.—Headley-Reed Co.*
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

in our 8th year

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

NINTH ORDER FOR 12-BAY BAT-WING ANTENNA

Waco Television Corporation, Waco, Texas, Selects G-E Antenna After Detailed Study

The nation's ninth 12-Bay Bat-wing Antenna was purchased by Waco TV, Waco, Texas. Jesse Dove, director of engineering for the Waco Television Corporation said, "We bought this G-E 12-bay antenna because we knew it would give us a high gain on channel 11.

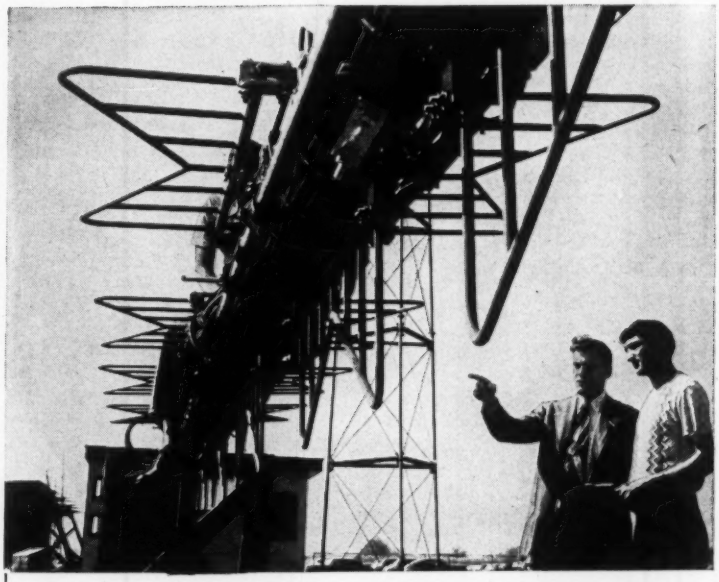
Made Investigation

"Also, after a thorough investigation we knew it would give us uniform coverage. And thirdly, we realized G.E. engineers would adapt the antenna, if necessary, to our particular location and requirements. They'd see to it that Waco TV coverage had no null spots and would give fine reception in the fringe areas."

G-E representative Hugh Granberry, who sold the ninth 12-Bay antenna to Waco TV, comments, "It wasn't too long ago the industry was saying 12-bay antennas couldn't be made. And here, General Electric already has nine of them throughout the country."

Nine Throughout Country

These antennas have been installed and are operating at Stations WHAS-TV, Louisville, WHEN, Syracuse, WNBF, Binghamton, WKRC, Cincinnati, and Waco TV, Waco. One is being installed at Station WCPO, Cincinnati, and three are on order by Stations WKTV, Utica, WFPG, Altoona, and KFEA, Amarillo.



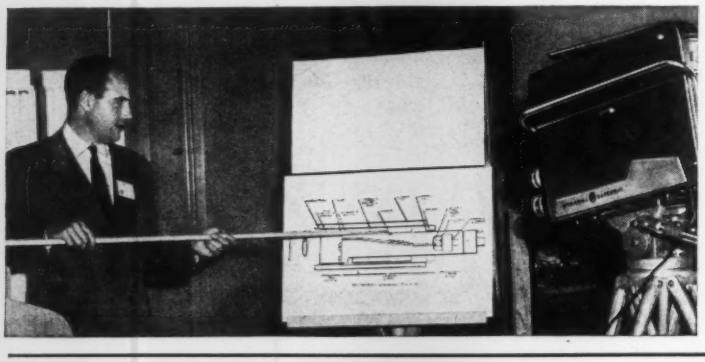
New Portable Equipment For TV Pickups Shown

New portable field pickup equipment for televising sporting events, parades and similar location programs was demonstrated recently at a Television Studio Lighting Clinic held at the G-E Lighting Institute at Nela Park, Cleveland.

The versatile, high quality equipment, comprised of one or more cameras and associated control units, is lighter and includes fewer cables and connections than existing models, according to General Electric electronics engineers from Syracuse, New York, where the equipment was developed.

Special Effects

Optional addition of one small unit to the system makes possible a number of special picture effects electronically produced at the remote pickup location. These effects include dual-vision shots and horizontal, vertical and wedge wipes. This stimulates viewer interest and offers unlimited use for more arresting commercials.



Fresno Enjoys Closed Circuit Election Returns

Paul Bartlett

Closed circuit television was a proven success in Fresno on Nov. 4 during the evening of the presidential election returns. This was the opinion shared by KFRE president, Paul Bartlett, Fresno advertisers, the technical crews of radio station KFRE, and more than 100,000 enthusiastic fans who crowded in to see the telecasts at the Elks Club, Sequoia Club, California Hotel and the McMahan Furniture Stores.

The camera and engineering crews received invaluable experience for the technical operation of TV equipment prior and during the July political conventions.

It was the plan of KFRE to present this closed circuit audience with a service that would be similar to regular TV broadcasting.

Hugh Granberry

Hugh Granberry

General Electric's Hugh Granberry took the order for a 12-Bay Bat-Wing Antenna to be installed at Waco TV, Waco, Texas.

Appointed in 1950 as district representative in the Southwestern District, Mr. Granberry is responsible for the sale of broadcast equipment in the Houston, San Antonio, Beaumont, Waco and Brownsville markets. His headquarters are in Houston.

Mr. Granberry, a native of Jacksonville, Arkansas, graduated from Texas Technological College at Lubbock, Texas, in electrical engineering. He joined the General Electric Company and was assigned to the Dallas Apparatus Office. After subsequent assignments in engineering in Schenectady and Syracuse, Mr. Granberry went with the transmitter sales section and held that position until his present appointment.

GENERAL ELECTRIC

TELECASTING

DECEMBER 1, 1952

EIGHT NEW GRANTS

Philadelphia, Other TV Cities Get CPs

By LARRY CHRISTOPHER

FOUR existing TV markets—including Philadelphia, which has three operating outlets — were among eight cities which received construction permits for new commercial TV stations from FCC last Wednesday as processing of post-thaw applications continued at an accelerated pace.

In all four cities where vhf stations are on the air, the Commission made uhf grants.

Last Wednesday's two vhf and six uhf CPs boosted new station grants since lifting of the freeze to a total of 130, of which 9 are for noncommercial, educational stations. Total TV stations authorized in the U. S. stood at 238 as of Wednesday.

The 108 pre-thaw operating vhf stations in the U. S. thus far have been joined by one uhf and five vhf post-thaw grantees. New on the air is KTBC-TV Austin, Tex. (see story page 73). Another, WSLS-TV Roanoke, Va., hoped to commence regular programming today (Monday). Complete summary of estimated commencement dates and other data on new grantees is presented on page 74.

Details of New Permits

Here are last Wednesday's new grantees:

Mobile, Ala. (City priority Group A-2, No. 16)—Pape Broadcasting Co. (WALA), granted vhf Ch. 10, effective radiated power 316 kw visual and 235 kw aural, antenna height above average terrain 460 ft.

San Angelo, Tex. (Group A-2, No. 77)—Westex Television Co. (KTXL), granted vhf Ch. 8, ERP 11 kw visual and 5.5 kw aural, antenna 420 ft.

Oshkosh, Wis. (Group A-2, No. 104) —Oshkosh Broadcasting Co. (WOSH), granted uhf Ch. 48, ERP 1.31 kw visual and 0.7 kw aural, antenna 310 ft.

Poughkeepsie, N. Y. (Group A-2, No. 105) — Mid-Hudson Broadcasters Inc. (WEOK), granted uhf Ch. 21, ERP 105 kw visual and 60 kw aural, antenna 230 ft.

Kalamazoo, Mich. (Group B-2, No. 152 — Howard D. Steere (WGFG), granted uhf Ch. 36, ERP 83 kw visual and 47 kw aural, antenna 270 ft. (Operating: WKZO-TV.)

Louisville, Ky. (Group B-2, No. 156) —Mid-America Broadcasting Corp. (WKLO), granted uhf Ch. 21, ERP 200 kw visual and 100 kw aural, antenna 500 ft. (Operating: WAVE-TV, WHAS-TV).

Dayton, Ohio (Group B-2, No. 158) —Skyland Broadcasting Corp. (WONE), granted uhf Ch. 22, ERP 210 kw visual and 105 kw aural, antenna 470 ft. (Operating: WHIO-TV, WLWD).

Philadelphia (Group B-2, No. 160) — Pennsylvania Broadcasting Co. (WIP), granted uhf Ch. 29, ERP 275 kw visual and 140 kw aural, antenna 800 ft. (Operating: WCAU-TV, WFIL-TV, WPTZ).

Additional TV developments included:

● Designation of Dec. 1 (today) by FCC as commencement date for processing of new applications for changes in facilities of existing stations, including power boosts and similar improvements.

● Another challenge to the basic legality of FCC's fixed allocation plan, contained in an appeal filed by WLAN Lancaster, Pa., in the Court of Appeals for the District of Columbia on Monday. WLAN protests conditional grant to WGAL-TV Lancaster to switch from Ch. 4 to 8 pending outcome of a comparative hearing on the Ch. 8 bids of both stations. WLAN asks stay of change pending ruling on appeal.

Gimbel Statement

Benedict Gimbel Jr., president-general manager of WIP, expressing gratification over the FCC's action, pointed out Philadelphia "is the first major metropolitan city to be granted a commercial license to operate a uhf television station. . . . This represents a long and continuous effort on the part of WIP to secure for Philadelphia another TV facility."

WIP's licensee, Pennsylvania Broadcasting Co., is a subsidiary of Gimbel Bros.

WALA-TV Mobile, Ch. 10 grantee, expects to affiliate with NBC, same network as the AM outlet. RCA equipment probably will be used, it was reported. National representative will be Headley-Reed Co.

WONE-TV Dayton, Ch. 22 grantee, estimates commencement in July.

The WLAN Lancaster appeal follows by a fortnight the Sixth Report appeal filed in the same court by WSAL Logansport, Ind. [B•T, Nov. 17]. Counsel for WLAN are Arthur W. Scharfeld and Stephen Tuhy, Washington radio-TV attorneys.

WLAN told the court FCC ruled properly that the Ch. 8 bids of WLAN and WGAL-TV should be set for comparative hearing but erred in issuing a conditional grant

(Continued on page 62)

LABOR STRIFE

AFTRA, SAG Demands Involved

SPECTER of two strikes hovered over the broadcasting industry last week, with the Screen Actors Guild scheduled to begin its strike today (Monday) against producers of TV film commercials, and the American Federation of Television & Radio Artists closeted in over-the-weekend negotiations with the networks over radio and television contracts which expire today.

AFTRA, which has been conferring with the networks since late October, originally demanded a 20% general wage increase plus provisions for setting up a welfare fund. George Heller, executive secretary of the union, declined last Wednesday to reveal whether AFTRA has relaxed its proposals. He would not speculate on what course the union would take if an agreement was not effected by last night (Sunday).

Mr. Heller said AFTRA members in New York, Chicago and Hollywood last week approved a strike authorization but added he was not prepared to declare what action would be adopted if terms were not reached. He said the union planned on negotiation sessions through Sunday to iron out differences.

SAG strike authorization meanwhile was voted unanimously at membership meetings in Los Angeles, New York, Chicago and Detroit, and ratified by mail ballot. Strike action has received the approval and support of AFTRA, Actors Equity and Chorus Equity Assns., American Guild of Variety Artists, American Guild of Musical Artists and Screen Extras Guild, which have pledged their members not to accept employment in the TV film commercial field.

The union notified all producers and 8,500 SAG members last week that the stoppage would take effect today. It warned producers that "if any production of television film is attempted by using the services of non-union actors, we will immediately place such producers, advertising agencies, their clients and products on the unfair list of the American Federation of Labor."

First Contract in Field

The strike was ordered by SAG following negotiations with the Film Producers Assn. of New York and the American Assn. of Advertising Agencies since Sept. 8 to produce the first contract in the field. These discussions were to have evolved a nationwide formula that would have set the pattern for a contract in all film producing centers in the country. Negotiations broke off on Oct. 22, principally over failure to agree on a yardstick to settle payment when a film is re-issued [B•T, Oct. 27].

SAG's position was that an actor should be repaid his original fee ($70) every time the film is reissued on a network basis (defined as more than one station). In the case of a "wild spot"—one used on a network station break or in a single locality—the film could be used four weeks, after which the fee would have to be repaid. SAG also specified that after one year the TV commercial should be withdrawn from further use.

The producers' counter-proposal included the use of a filmed commercial on a network (defined as more than 30 stations) for the original payment plus a premium for a period of 13 weeks, at the end of which time the fee would be repeated for subsequent use. They also opposed any overall limitation on the life of the spot. For less than 30 stations they demanded that original payment to the actor permit unlimited use for 26 weeks. With respect to "wild" spots, the producers maintained that original payment should permit unlimited use for 13 weeks on a national basis, 52 weeks on a

(Continued on page 66)

television grants and applications

Digest of Those Filed Wtih FCC Nov. 21 through Nov. 26

Grants Since April 14:

	VHF	UHF	Total
Commercial	35	86	121
Educational	2	7	9
Total	35	87	130
Commercial television stations on the air	115[1]	1	116[1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	589	323	519	392	912[2]
Educational	18		4	14	18
Total	607	323	523	406	930[3]

[3] One applicant did not specify channel.

[2] Includes 130 already granted

NEW STATION GRANTS

Listed by States

MOBILE, Ala. — Pape Bcstg. Co. (WALA). Granted vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 235 kw aural; antenna height above average terrain 460 ft., above ground 500 ft. Engineering conditions. Estimated construction cost $450,650, first year operating cost $250,000, revenue $300,000. Post Office address 210 Government St., Mobile, Ala. Studio and transmitter location 210 Government St. Geographic coordinates 30° 41′ 23″ N. Lat. 88° 02′ 36″ W. Long. Transmitter RCA, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer L. J. N. du Treil & Assoc., New Orleans, La. Principals include President **W. O. Pape** (99.5%), Vice President **H. K. Martin** (0.25%), general manager of WALA, and Secretary **W. B. Pape** (0.25%), national sales manager of WALA. [For applications, see TV Applications, B•T, Sept. 15, July 14.] City priority status: Gr. A-2, No. 16.

LOUISVILLE, Ky. — Mid-America Bcstg. Corp. (WKLO). Granted uhf Ch. 21 (512-518 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 500 ft., above ground 564 ft. Engineering conditions. Estimated construction cost $293,000, first year operating cost $350,000, revenue $340,000. Studio location 604 S. 3rd St. Transmitter location 507 S. 3rd St. Geographic coordinates 38° 15′ 00″ N. Lat., 85° 45′ 22.8″ W. Long. Transmitter and antenna GE. Legal counsel Haley & Doty, Washington. Principals include Chairman of the Board **James F. Brownlee** (4.9%), President **Emanuel Levi** (10.5%), First Vice President **Milton S. Trost** (20.2%), Second Vice President **William H. Veeneman** (5%), Secretary-Treasurer **E. L. Altshelter** (5%), **E. R. Plunkett** (15%), **Harold J. Plunkett** (15%), **Henry Fitzhugh Jr.** (5%), **Mary Peabody Fitzhugh** (5%), **John Kadel** (5%), and **Allan D. Emil** (5%). Post Office address Henry Clay Hotel, Louisville, Ky. [For applications, see TV Applications, B•T, June 9.] City priority status: Gr. B-2, No. 156.

KALAMAZOO, Mich. — Howard D. Steere (WGFG). Granted uhf Ch. 36 (602-608 mc); ERP 83 kw visual, 47 kw aural; antenna height above average terrain 270 ft., above ground 305 ft. Engineering conditions. Estimated construction cost $159,730, first year operating cost $150,000, revenue $175,000. Post Office address Station WGFG, 301 State Theatre Bldg., Kalamazoo, Mich. Studio and transmitter location on Gull Road, 4 mi. NE of center of Kalamazoo, at site of WGFG (AM) transmitter. Geographic coordinates 42° 19′ 53″ N. Lat., 85° 31′ 33″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel, Fisher, Wayland, Duvall & Southmayd, Washington. Consulting enginer Vandivere, Cohen & Wearn, Washington. Sole owner is **Howard D. Steere,** licensee and general manager of WGFG since Oct. 5, and licensee and general manager of WFEC Miami, Fla., from 1950 to June, 1952. [For applications, see TV Applications, B•T, Oct. 27.] City priority status: Gr. B-2, No. 152.

POUGHKEEPSIE, N. Y.—Mid-Hudson Bcstrs. Inc. (WEOK). Granted uhf Ch. 21 (512-518 mc); ERP 105 kw visual, 60 kw aural; antenna height above average terrain 230 ft., above ground 397 ft. Engineering conditions. Estimated construction cost $250,230, first year operating cost $240,000, revenue $290,000. Post Office address 385 Main St., Poughkeepsie. Studio location to be determined. Transmitter location South side of Pendall Rd. between Violet Ave. and Brown Memorial Hospital. Geographic coordinates 41° 43′ 14″ N. Lat., 73° 54′ 32″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President and Treasurer **Arthur J. Barry Jr.** (50.25%), Vice President **Alice Ryan Barry** (25.25%), and Secretary **Paul S. Samuels** (1.75%). [For applications, see TV Applications, B•T, Aug. 11]. City priority status: Gr. A-2, No. 105.

DAYTON, Ohio—Skyland Bcstg. Co. (WONE). Granted uhf Ch. 22 (518-524 mc); ERP 210 kw visual, 105 kw aural); antenna height above average terrain 470 ft. Engineering conditions. Estimated construction cost $349,378. Studio and transmitter location near Lebanon Pike, 5½ mi. south of center of Dayton. Geographic coordinates 39° 40′ 03″ N. Lat., 84° 10′ 01″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer George P. Adair, Washington. Principals include President **Ronald B. Woodyard** (18%), Vice President **Loren M. Berry** (12.3%), president, L. M. Berry Co., Winnepeg, Canada, and Buckeye Lumber Co., Dayton; **Col. Gustav Hirsch** (12.3%), 99% owner of Gustav Hirsch Engineering & Construction Co., and Treasurer **James F. Gallaher** (8%), chairman of the board and 51% owner of Gallaher Drug Co. Post Office address 5 South Jefferson St., Dayton 2, Ohio. [For applications, see TV Applications, B•T, June 9.] City priority status: Gr. B-2, No. 158.

PHILADELPHIA, Pa. — Pennsylvania Bcstg. Co. (WIP). Granted uhf Ch. 29 (560-566 mc); ERP 275 kw visual, 140 kw aural; antenna height above average terrain 800 ft., above ground 632 ft. Engineering conditions. Estimated construction cost $600,000, first year operating cost $500,000, revenue not estimated. Post Office address 35 South Ninth St., Philadelphia. Studio location 35 South Ninth St. Transmitter location Waverly Road, Hillcrest, Pa. Geographic coordinates 40° 05′ 00″ N. Lat., 75° 10′ 38″ W. Long. Transmitter and antenna GE. Legal counsel, Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page, Washington. Principals include Chairman of the Board **Arthur C. Kaufman,** President **Benedict Gimbel Jr.,** Treasurer **Raymond A. Filske** and Secretary **A. Arthur Miller. Gimbel Bros. Inc.,** New York, is sole stockholder of Pennsylvania Bcstg. Co. [For applications, see TV Applications, B•T, Oct. 20, June 23.] City priority status: Gr. B-2, No. 160.

GALVESTON, Tex.—Gulf Television Co. Granted vhf Ch. 11 (198-204 mc); ERP 59 kw visual, 30 kw aural; antenna height above average terrain 550 ft., above ground 580 ft. Estimated construction cost $339,523, first year operating cost $315,000, revenue $270,000. Post Office address 801 Union Station Bldg., Galveston, Tex. Studio location to be determined. Transmitter location 2 mi. west of Lamarque and 2 mi. NE of Hitchcock. Geographic coordinates 29° 22′ 10.4″ N. Lat., 94° 59′ 37.4″ W. Long. Transmitter and antenna GE. Principals include President **Paul E. Taft** (40.5%), assistant to president, director and 3.55% stockholder of Duncan Coffee Co. (importers, roasters and distributors of coffee and tea), Houston, Tex., and assistant manager and 12.25% stockholder of Commodity Transport Co. (contract carriers Houston; Vice President **Ballinger Mills** (1.6667%), partner in Galveston (Tex.) law firm of Wigley, McLeod, Mills & Shirley, and secretary, director and 27% stockholder of Galveston Baseball Club Inc. (professional baseball team), Galveston, Tex.; Secretary-Treasurer **V. W. McCleod** (1.6667%), partner in Galveston law firm of Wigley, McCleod, Mills & Shirley; **R. Lee Kempner** (20%), president and 1% owner of The United States National Bank of Galveston (banking), trustee for H. Kempner (Trust Assn.), Galveston (cotton merchants), and president of United States National Co. (building operation), Galveston; **F. Kirk Johnson** (9.1667%), individual oil producer, Fort Worth, president and 16⅔% stockholder of Texota Oil Corp. (oil leases and exploration), Fort Worth, Chairman of the board of directors and owner beneficially of 7% of stock and as trustee 43% of stock of Ute Royalty Corp. (oil royalties), Fort Worth, president and sole owner of Ambassador Oil Co. (now inactive; organized for oil exploration), president and 55% stockholder of Leck Royalty & Oil Co. (oil royalties and production), Fort Worth, vice president and 50% stockholder of Gibson & Johnson Inc. (organized for oil exploration). Fort Worth, chairman of the board of Lazy T M W Ranch, Pierre, S. D., chairman of the board of directors of Central Airlines Inc. (commercial feeder airline), Fort Worth, and director of Fort Worth National Bank (local bank), Fort Worth; **James M. Stewart** (9.1667%), radio, stage and motion picture actor, investor in oil prospects and/or properties, lessee with 100% interest in Franklin Ranch (ranching operations), Blanco, Tex., stockholder and director of Central Airlines Inc. (commercial feeder airline). Fort Worth, president and 98% stockholder of Stewartair (airline charter service), Beverly Hills, Calif., and president and 100% stockholder of Olympic Investment Co. (real estate developers), Beverly Hills, Calif.; **James Ward Bradner Jr.** (2.0833%), sole owner of KGBC Galveston, and seven other stockholders with less than 2.1% interest each. **Wigley, McLeod, Mills & Shirley** (law partnership), Galveston, owns 4.1667% of applicant. City priority status: Gr. A-2, No. 58. [Note: This grant published in TV Grants, B•T, Nov. 24, but did not show new stockholders brought into applicant firm when changed from company to corporation.]

SAN ANGELO, Tex.—Westex Television Co. (KTXL). Granted vhf Ch. 8 (180-186 mc); ERP 11 kw visual, 5.5 kw aural; antenna height above average terrain 420 ft., above ground 443 ft. Engineering conditions. Estimated construction cost $165.000, first year operating cost $222,000, revenue $250,000. Post Office address 1901 W. Beauregard St., San Angelo. Studio and transmitter location on SE corner of intersection of Texas Ave. and Armstrong St. Geographic coordinates 31° 29′ 29″ N. Lat., 100° 26′ 03″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting enginer Craven, Lohnes & Culver, Washington. Principals include general partners (50% each) **Armistead D. Rust,** president of KTXL and mayor of San Angelo, and **B. P. Bludworth,** owner of Brownwood (Tex.) Poster Service Co., 50% owner of Mid-West Co. (outdoor advertising), Abilene, Tex., 50% owner of Bludworth & Neiswanger (oil production) and vice president of KTXL. [For applications, see TV Applications, B•T, Nov. 10.] City priority status: Gr. A-2, No. 77.

OSHKOSH, Wis.—Oshkosh Bcstg. Co. (WOSH). Granted uhf Ch. 48 (674-680 mc); ERP 1.31 kw visual, 0.7 kw aural; antenna height above average terrain 310 ft., above ground 344 ft. Engineering conditions. Estimated construction cost $133,839, first year operating cost $80,000, revenue $120,000. Studio and transmitter location 1235 Bowen St., Oshkosh. Geographic coordinates 44° 02′ 46″ N. Lat., 88° 31′ 43.6″ W. Long. Transmitter and antenna GE. Legal counsel Frederick A. Collatz, St. Paul. Consulting engineer Nathan Williams, Oshkosh. Principals include **William F. Johns Jr.** (51%), **William F. Johns Sr.** (17%), **Penrose H. Johns** (17%), and **Frederick Renshaw** (15%). Post Office address Oshkosh Bcstg. Co., Oshkosh, Wis. [For applications, see TV Application, B•T, June 9.] City priority status: Gr. A-2, No. 104.

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

KVOA-TV Tucson, Ariz. (Arizona Bcstg. Co., vhf Ch. 4, TV Grants, B•T, Nov. 17); **WLEV-TV Bethlehem, Pa.** (Associated Bcstrs. Inc., uhf Ch. 51, TV Grants, Nov. 3); **WRAK-TV Williamsport, Pa.** (WRAK Inc., uhf Ch. 36, TV Grants, B•T, Nov. 17); **WLVA-TV Lynchburg, Va.** (Lynchburg Bcstg. Corp., vhf Ch. 13, TV Grants, B•T, Nov. 17); **WWOD-TV Lynchburg, Va.** (Old Dominion Bcstg. Corp., uhf Ch. 16, TV Grants, B•T, Nov. 10), and **WBAY-TV Green Bay, Wis.** (Norbertine Fathers, vhf Ch. 2, TV Grants, B•T, Nov. 17).

SPECIAL TEMPORARY AUTHORIZATION GRANTED

WSLS-TV ROANOKE, Va.—Roanoke Bcstg. Corp. Granted special temporary authorization to operate on vhf Ch. 10 (192-198 mc); ERP 13.1 kw visual, 6.55 kw aural; antenna height above average terrain 1,894 ft., above ground 77 ft. Post Office address Shenandoah Life Bldg., 301 First St., S. W., Roanoke, Va. Studio location Shenandoah Life Bldg., 301 First St., S. W. Transmitter location on west side of U. S. 221, at Poor Mtn., Va., 13 mi. SW of Roanoke. Geographic coordinates 37° 11′ 51″ N. Lat., 80° 09′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting enginer George C. Davis, Washington. [For grant, see TV Grants, B•T, Sept. 15.] Authorization effective Nov. 28.

KONA (TV) HONOLULU, T. H.—Radio Honolulu Ltd. Granted special temporary authorization to operate on vhf Ch. 11 (198-204 mc); ERP 5 kw visual, 2.7 kw aural; antenna height above average terrain 337 ft., with single section antenna mounted atop KONA (AM) tower.

NEW APPLICATIONS

Listed by States

† Indicates pre-thaw application amended (re-filed).

MODESTO, Calif—Ralph M. Brown, uhf Ch. 14 (470-476 mc); ERP 20.4 kw visual, 10.2 kw aural; antenna height above average terrain 278 ft., above ground 304 ft. Estimated construction cost $169,341, first year operating cost $120,000, revenue $150,000. Post Office address P. O. Box 1292, Modesto, Calif. Studio and transmitter location 1507 10th St., between O St. and Needham Ave. Geographic coordinates 37° 38′ 36″ N. Lat., 121° 01′ 06″ W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Frank Fletcher, Washington. Consulting engineer Paul S. Farrelle, Modesto. Sole owner of applicant is **Ralph M. Brown,** secretary-treasurer and 40% owner of KBOX Modesto, partner in Modesto (Calif.) law firm of Brown, Brown & Bacon, member of California State Legislature for last ten years, partner and 50% owner of Paramount Lumber Co. (retail lumber sales), Modesto, and secretary and chief counsel for Financial Indemnity Co. (insurance). City priority status: Gr. A-2, No. 307.

ORLANDO, Fla. — Orange Television Enterprises, uhf Ch. 18 (494-500 mc); ERP 94.8 kw visual, 53.7 kw aural; antenna height above average terrain 312 ft., above ground 337 ft. Estimated construction cost $183.047, first year operating cost $100,000, revenue $100,000. Post Office address 1304 Morvenwood Road, Jacksonville 7, Fla. Studio and transmitter location Orlavista Road, about 3 mi. west of business center of Orlando. Geographic coordinates 28° 32′ 52.6″ N. Lat., 81° 25′ 33.3″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Samuel Miller, Washington. Consulting engineer Edward F. Lorentz, Washington. Sole owner of applicant is **James Dandelake,** vice president and 10% stockholder of Miller Electric Co. (electrical contractors), Jacksonville, and vice president and 15% stockholder of Jacksonville Metal & Plastics Co. (manufacturers of electrical equipment and supplies),

(Continued on page 64)

XUM

KOIN AMENDMENT

Asks FCC to Reverse Examiner

KOIN Portland, Ore., petitioned FCC last week to reverse a hearing examiner's ruling which denied KOIN's proposed amendment of its vhf Ch. 6 application to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% stockholders [B•T, Nov. 24]. KOIN charged the examiner erred in finding "necessary good cause" for the amendment had not been shown.

The station asked the Commission to continue the Ch. 6 comparative hearing until Dec. 8 or a reasonable date following action on the review petition, whichever is later.

KOIN further contended a procedural question exists concerning the competitive Ch. 6 application of Pioneer Broadcasters Inc., licensee of KGW Portland and protestor of the KOIN amendment. KOIN charged the KGW application "was never properly designated for hearing in the Ch. 6 proceeding" in compliance with Sec. 309 (b) of the Communications Act as newly amended by the McFarland Act.

Third competitor for Ch. 6 is KXL Broadcasters Inc., operator of KXL Portland, but the application is being withdrawn because of high costs involved in construction of newly authorized KXLY-TV Spokane, associated property.

Other Hearing Developments

In other important TV hearing developments last week, a ruling believed to have significance especially for newspaper applicants was handed down when Examiner Hugh B. Hutchison granted a motion to quash a subpoena he had first granted in the Wichita hearing for Ch. 3.

The subpoena was requested by KANS Wichita and called for the *Wichita Eagle*, owner of KFH, to produce documents, rate cards, news stories, circulation figures and contracts, some dating back to 1930.

In a memorandum supporting its request for this information, KANS implied that it had evidence of anti-trust violations on the part of the newspaper.

Examiner Hutchison turned down the request because he thought it was not specific enough. He said it did not meet the requirements of Sec. 1.832 of the FCC's rules, with respect to "particularity of documents . . . and is so vague and indefinite in its character it would be impossible to determine the relevance of any of the classes of documents requested."

In his decision, which explored the legal precedents of requests for documents, Mr. Hutchison said:

"Also, even if the books and documents were specified, I think that the request still has to go further and show on some reasonable basis that there is at least a reasonable likelihood that these documents would prove facts which are relevant to issues in this proceeding."

The necessity of establishing a chain of events to show illegal activities does not permit fishing expeditions, he said. However, he added: "If it can be shown that specific papers or documents would form the basis for relevant evidence which prove a fact in a chain or in a pattern, taken in connection with other facts proved by equally competent evidence, then I would say that there is a legal compliance with the requirements of the rule."

In answer to a claim by the *Wichita Eagle* that even if the facts charged were true they would not disqualify the applicant, Mr. Hutchison disagreed. If the facts charged were proved true, he said, such things as monopoly, restraint of trade and violations of the anti-trust laws could be used to disqualify an applicant.

He also stressed that subpoenas should not be requested to obtain documents already in the possession of attorneys or that refer to information already a matter of public record.

Joining KANS in its request for the subpoena was Wichita Television Corp., the third applicant for the vhf channel. Wichita Television is composed of the George M. Brown and the David M. Moyer families. Mr. Brown is president of the Wichita Ice and Cold Store Co. Mr. Moyer is an attorney.

The FCC last week squared away the Ch. 4 hearing for three applicants for Beaumont - Port Arthur, Tex.

In a memorandum opinion and order, the Commission dismissed the petitions of Smith Radio Co. (Joe B. Carrigan as trustee for John King Smith) against Port Arthur College and Lufkin Amusement Co.

Smith Radio had asked FCC to dismiss the Port Arthur College petition because, it said, the school was not authorized to engage in a commercial venture and was not financially qualified to be a TV grantee. Smith Radio also asked that the Commission dismiss the Lufkin Amusement Co. bid because

(Continued on page 60)

VENEZUELA'S first TV station, Televisa of Caracas, to begin operations early next year, signs for INS and Telenews Productions TV service. Seated, (l to r): Gonzalo Veloz Mancera, Televisa president, and Jack D. Fendell, INS Latin American sales representative; standing, Andrew H. Weilandt, INS foreign sales staff; Robert H. Reid, INS TV sales manager, and Charles N. Burris, Telenews general manager.

DENVER HEARING

Applicants Sum Up Claims

PROPOSED findings and conclusions in the first post-freeze TV hearing now completed [B•T, Oct. 20, 6]—for Denver's vhf Ch. 7—were filed with Hearing Examiner James D. Cunningham last week by KLZ, Denver Television Co. and the FCC Broadcast Bureau.

In a 140-page document, KLZ urged that it be given the coveted grant. Denver Television, in which theatre owner John M. Wolfberg is a major stockholder, urged its case in an 87-page document. Broadcast Bureau, in a two-page filing, limited itself to engineering considerations only, concluding that engineering-wise both applicants were qualified.

KLZ based its belief of its superiority on seven points:

(1) Local control and interest, (2) integration of ownership and management, (3) penetration and interest in community affairs, (4) broadcasting experience, (5) character of principal stockholders, officers and directors, (6) merit of its program proposals and policies and its ability to perform its promises, and (7) adequacy and competency of its proposed staff.

Denver Television urged its qualifications on the following:

(1) Local residence, (2) integration of ownership and management, (3) program balance, (4) "clean record" of its stockholders, directors and officers, (5) "superior" record of truth and candor, (6) diversification of ownership, (7) promotion of free competion.

Heavy emphasis by Denver Television on "diversification" criteria —that it would promote competition to grant the TV channel to a nonbroadcaster—drew heavy fire from KLZ.

Other Media Cited

If that point is well taken, KLZ said, then the Commission must encompass other business activities competing for the public's time in its policies—such as AM and FM ownership, newspaper ownership, theatre ownership, sports arena ownership, etc. KLZ brief declared:

Where one applicant is experienced in broadcasting and another inexperienced, the public is not only advantaged by the employment of experience, but the Commission's ability to accurately predict the manner in which an experienced applicant will perform his duty to the public is great, whereas it can only conjecture and speculate as to how a non-experienced applicant will perform its duty . . .

The record does establish that TV and AM in practice, are complementary media to a much greater extent than they are competing media—that AM and TV service are each improved by their affiliation with each other . . .

Denver Television made these points in its discussion:

. . . it is obvious that the public interest is much better served by having these two vitally important media [AM and TV] under separate control than in the same hands. Similarly, as competitors for the same advertisers, who can deny that competition would be more vigorous if these two media are separately owned than if their policies are determined by the same owner? From the point of view of the advertiser, the full benefits of free competition are available where the television and AM station are separately owned. He is free to utilize either medium and competition will determine the price he has to pay. Where the AM and television station are under common ownership, considerations other than competitive forces are capable of coming into play. . . . If the AM and television station are separately owned, it is to the interest of each one to produce the best possible programs during all hours so as to secure the maximum audience. If they are under common control, it is to the interest of the common owner to program both stations in such a way as to secure maximum return from the combination of the two. Since the investment in television is likely to be much greater than in AM and since revenue possibilities are likewise likely to be greater in television than in AM, an incentive exists for the common owner to avoid putting his best pro-

(Continued on page 68)

KOIN Asks Amendment Grant

(Continued from page 59)

the application was not complete.

The Commission, in its opinion held that the school's legal right to engage in commercial broadcasting was a proper issue to be determined in the TV hearing and that there was no rule prohibiting an educational institution from engaging in commercial broadcasting even though there were noncommercial reservations for educational purposes.

Since Lufkin Amusement had amended its application, the Commission dismissed the Smith request as moot.

Meanwhile, in the Beaumont-Port Arthur Ch. 6 hearing, KRIC-*Beaumont Enterprise* and *Journal* case continued through the second week. Scheduled to begin this week is the case for KFDM. The third Beaumont-Port Arthur Ch. 6 applicant is the KTRM group, in which the *Houston Post* has a 10% ownership, with an option to buy up to 35%, plus a commitment to lend the company $150,000 to help build a TV station.

The Tampa-St. Petersburg, Fla., Ch. 8 hearing continued last week with witnesses for Tampa Bay Area Telecasting Corp. It recessed until Dec. 8 to permit the taking of depositions in Florida from other stockholders of the company.

Tampa Bay Area Telecasting is headed by builder Robert A. James, president and 12.93% stockholder. Other officers and major stockholders are Wilberta M. Ruskin, vice president, 1.62% (with husband, Dr. Joseph J. Ruskin, also holding 1.62%); John Trevor Adams, general manager of WJZ-TV New York, vice president and 8.86% stockholder; John S. Houseknecht, TV department, William Esty Co., vice president and 8.86% stockholder; Robert W. Evans, associated with Mr. James in the construction business, secretary-treasurer and 12.93% stockholder.

Among the 25 other stockholders are Hal James, vice president and director of radio-TV for the Ellington Co., and Harry Wiggin Bennett Jr., vice president of Sherman & Marquette. These, with Mr. Houseknecht, are also associated in the ownership of WVET Rochester, N. Y.

Tampa Bay plans to spend $599,-148 on construction, $438,805 for first year operations and hopes to take in $631,100 in first year revenues with a rate card of $250 for one hour Class A time, $50 per announcement.

Although the comparative hearing for Fort Wayne, Ind., uhf Ch. 33 is due to resume today (Monday) after skipping last Friday, the end is within sight. Both the direct testimony and the cross examination of WKJG was concluded. There is still some direct testimony to be heard by principals of WGL.

Last week, Helen R. Foellinger, president of WGL and publisher of the *Fort Wayne News-Sentinel*, and Howard S. Frazier, television and radio management consultant, were among witnesses for WGL.

Engineering testimony was presented Tuesday and Wednesday before Hearing Examiner Benito Gaguine in the Flint, Mich., Ch. 12 hearing with further session scheduled this Tuesday. Non-technical evidence will be heard starting in early January, but a short hearing is predicted since much of the material is being stipulated. Contestants are WJR Detroit, WFDF Flint and W. S. Butterfield Theatres Inc.

In the Sacramento Ch. 10 hearing, Examiner Thomas H. Donohue approved an amendment of the application of Sacramento Telecasters Inc. to alter its proposed tower so as to meet the newly announced requirement of the State of California that the first grantee to specify Pine Hill, 29 miles outside Sacramento, shall put up a structure to hold antennas of all prospective stations there. Competitor KFBK, McClatchy outlet there, opposed the amendment on grounds the change would make the tower equal to that proposed by KFBK, thus eliminating a "competitive advantage" of the latter in the hearing.

Examiner Gives Views

Examiner Donohue concluded:

In brief, petitioner confronted by a difficult engineering problem on short notice notified all parties of the possible necessity of making one or more amendments to its application in order to achieve a realistic antenna proposal, explored the possibility of specifying an antenna that would not increase the height presently specified and later discarded the idea as engineeringly unsound. Petitioner appears here now with an amendment which it believes will not only afford petitioner with a realistic antenna proposal but also an antenna structure that will fully accommodate other Sacramento applicants specifying Pine Hill as their site. Such conduct under the circumstances constitutes due diligence and meets the requirements of good cause set forth in Section 1.365 of the Commission's Rules.

The fact, as urged by McClatchy, that it is engineeringly possible to construct a tower on the site that would accommodate five channels without raising the antenna height, presently proposed by applicant, has little impact on the question of good cause since it is the considered engineering judgment of petitioner's consultants that such a proposal is engineeringly impracticable. In that judgment they may be wrong and we here make no finding on that question but it is their expert opinion and petitioner of necessity must rely upon it. Further, we are not persuaded by McClatchy's contention that in order for petitioner to show good cause its proposed amendment must not equalize what McClatchy characterizes as a "competitive advantage." Assuming arguendo that increased tower height is a "competitive advantage," when such an advantage flows as an inseparable corollary to a course of action that otherwise meets the standard of "good cause" it does not necessarily follow that the entire course of action is nullified by the existence of that factor.

Engineering evidence was to be stipulated before Examiner Donohue in the Ch. 10 case last Friday afternoon and the same may be done also for the Chs. 3, 40 and 46 proceedings. Non-technical case for Ch. 10 is tentatively set Dec. 15; Ch. 3, about Jan. 1; Ch. 40, about Feb. 1, and Ch. 46, sometime in February.

Ch. 3 contestants are KXOA, KCRA and KROY, all Sacramento. Seeking Ch. 40 are Maria Helen Alvarez and Cal-Tel Co. while Ch. 46 opponents are John Poole Broadcasting Co. and Jack O. Gross.

Duluth, Minn.-Superior, Wis., applicants for Chs. 3 and 6 are to meet today (Monday) with Examiner Herbert Sharfman on timing. The Ch. 6 case, on which engineering testimony already has been taken, is to resume Dec. 9. WDSM Superior and WREX Duluth are the contestants. The Ch. 3 case, involving WEBC and KDAL Duluth, is slated Dec. 17.

WEBC, however, has petitioned FCC to consolidate both cases because of an issue relating to equal distribution of facilities among different communities according to Sec. 307(b) of the Communications Act [B•T, Nov. 17].

The Harrisburg, Pa., uhf Ch. 27 case between WCMB Lemoyne, Pa., and WHGB Harrisburg was continued again last week to Jan. 5 by Examiner William Butts upon the request of WHGB because the latter's counsel is involved in the Tampa-St. Petersburg hearing.

Hearing Examiner Elizabeth C. Smith, in finding KOIN had not advanced sufficient "good cause" to merit approval of its amendment, set forth her reasoning in one of the most detailed memorandum opinions and orders ever issued by an examiner in such a situation.

Citing a number of previous cases as precedent for her denial—which cases KOIN told the Commission were inappropriate to the circumstances of the present case—Examiner Smith concluded:

While the proposed amendment would not require a change in the issues as heretofore delineated by the Commission, it does encompass changes in the stock ownership, officers and directors, finances and financial plans of the applicant petitioner of such magnitude as to constitute a major revision of its application. It also would have a disadvantageous effect upon the preparation for hearing already made by the competing applicant, and, in addition, would result in other competitive disadvantages to such competing applicant. We do not believe that an applicant in a highly competitive proceeding such as this should be permitted to amend its application to the extent which the proposed amendment here under consideration contemplates, even though the circumstances which brought about the necessity for such amendment may have been beyond its control.

In its pleading to FCC to reverse the examiner and approve the amendment, KOIN contended the examiner's "ultimate conclusion that the changes are of such magnitude as to constitute a major revision of the Mount Hood application is not supported by the facts."

KOIN Cites Reasons

KOIN argued that the proposed amendment "does not result in the substitution of a new legal entity, nor could it, by any stretch of the imagination, be characterized as a new application; the governing board of the corporation remains substantially unchanged with five of seven directors being unaffected; the ultimate stockholder ownership continues predominantly to be vested in participants in the original application; the control of Mount Hood remains unchanged, particularly inasmuch as there is no evidence whatever to indicate that Messrs. Stolkin, Corwin and Burke, in combination with any other stockholder or stockholders, voted as a unit to control the organization; the principal positions, namely, chairman of the board, president and secretary-treasurer are not involved; the amendment presents no significant change in the plan of financing . . . and, of major importance, there are no modifications whatsoever presented with regard to the programming and staffing proposals, the construction and equipment plans, and the technical specifications heretofore included in the application."

"If the examiner's ruling is allowed to stand," KOIN stated, "it is submitted that the private interest of Pioneer will prevail over the public interest of the people of Portland in being served by the best qualified applicant for Ch. 6, said applicant to be determined by competitive hearing."

KOIN further pointed out that "Pioneer has made no claim that the acceptance of petitioner's amendment would require additional time on its part in order to complete the preparation of its case." Only new officer added is Arthur R. Kirkham, who becomes vice president and 0.333% stockholder, KOIN said. He has been

FRANK E. MULLEN, former executive vice president of NBC, stands before microphone in panel discussion Nov. 20 in Denver just prior to the annual Sigma Delta Chi convention [B•T, Nov. 24]. Panelists included (l to r) E. Ray Campbell, attorney and president, *Denver Post*; Jack Foster, editor, *Rocky Mountain News*; Clifford F. Weigle, Stanford U. journalism head; Mr. Mullen, and William Ray, director of news & special events, NBC Chicago.

with KOIN since 1928.

The petition charged the examiner "also misplaces emphasis upon the significance of the introduction of the 24 employe stockholders who were not named individually in the amended Table 1. Not one of these 24 employe stockholders has been elected as a director or officer of the corporation and no single one owns 3% or more of the petitioner's capital stock . . . . This particular part of the amendment is not prejudicial to Pioneer nor does it require either further proof or investigation on the part of Pioneer for the simple reason that the individuals would not have been named if they had been stockholders at the time of the filing of the original application."

The KOIN petition further argued, respecting the effect on Pioneer, as follows:

The Examiner erred in adopting Pioneer's arguments relative to the possible prejudice to be vested upon it by virtue of a grant of the Mount Hood amendment. Pioneer's principal allegations to prejudice were totally in a negative vein, e.g., that it would be denied the opportunity to inquire into certain matters purportedly adverse to the Mount Hood case. Inasmuch as there has been no evidence introduced in these proceedings to demonstrate the existence of any such adverse proof, and Pioneer has not come forward with any such proof, petitioner's amendment cannot be denied upon the basis of conjecture and unsupported claims.

It has also been alleged that the effect of the proposed amendment is to improve the competitive position of Mount Hood. Inasmuch as no proof has been made, such allegations are again premised on simple conjecture. In any event, the examiner erred by failing to find that the Commission has consistently granted leave to amend just prior to or during the course of the hearing even though the effect of the amendment ostensibly improved an applicant's competitive position, where other elements of good cause existed. In *Abilene Broadcasting Co.*, 3 Pike & Fischer R. R. 787, the Commission, after an initial decision, permitted an amendment to effect dissolution of a 30% stockholder, where the presence of such stockholder was detrimental to the applicant's chances in the competitive proceeding. *Abilene* does not stand alone. An applicant has been permitted to amend on the opening day of a competitive hearing for the purpose of eliminating interference problems which most certainly would have been detrimental to its case. *Frank M. Helm*, 4 Pike & Fischer, R. R. 1297. An applicant has also been permitted to amend, during the course of a competitive hearing, to specify a new transmitter site, even though its competitive position was probably improved by virtue of better coverage to the city involved, and by reason of the elimination of the antenna as a possible aeronautical hazard. *On The Air, Inc.*, 5 Pike & Fischer R. R. 558. Only in those cases where the *sole purpose* of the amendment appeared to be the improvement of an applicant's competitive position, has the Commission been reluctant to grant leave to amend.

Canadian Programs

CANADIAN TV programs are becoming more popular, judging by November ratings for the Toronto-Niagara area released by Elliott-Haynes Ltd., Toronto. While U.S. programs, mainly from WBEN-TV Buffalo, continue to hold a majority of the audience, CBLT (TV) Toronto polled 25.5% and WBEN-TV 74.5%. The increase was due in part to start of National Hockey League telecasts from Toronto on Saturday evenings. October ratings gave CBLT (TV) 22.2% and WBEN-TV 77.8%.

CONGRATULATING new president of Maryland-D. C. Radio & Television Broadcasters Assn., Charles J. Truitt (second from l), WBOC Salisbury, Md., is retiring president John E. Surrick (l), WFBR Baltimore. At right are Charles E. Smith, WTBO Cumberland, and Joseph L. Brechner, WGAY Silver Spring, vice president and secretary-treasurer, respectively.

TV BUYS AM

Raleigh Sale Nears

PURCHASE of an AM station by a TV grantee was on the verge of agreement last week in Raleigh, N. C.

Station involved is the *Raleigh News & Observer's* WNAO (on 850 kc). It is being bought by owners of WETV (TV) Raleigh which got a TV grant for uhf Ch. 28 Oct. 16. Price is understood to be about $250,000.

WEVT is owned by Sir Walter Television & Broadcasting Co., comprising equal partners John W. English, Erie, Pa., attorney; John J. Boland Jr., Buffalo, N. Y., ship cargo broker; James R. McBrier, president of Trask, Prescott & Richardson department store, and James B. Donovan, New York and Washington attorney.

Messrs. English and Donovan are each 14.8% stockholders in Erie Television Corp., TV applicant for Erie, Pa. Messrs McBrier and Donovan are each one-third owners of Capitol Television & Broadcasting Co., TV applicant for Baton Rouge, La.

Five-year-old WNAO is affiliated with ABC, operates with 10 kw day, 5 kw night, directional.

WEVT, which will radiate 280 kw, is due on the air March 1. Its cost was estimated at $296,500 for construction. First year's operating costs were estimated at $160,000, revenues $180,000.

WNBT(TV) to Air Ball

WNBT(TV) New York will telecast the second annual Mardi Gras Ball of the Junior League of the City of New York on Feb. 17 from 11:15 p.m.-12:15 a.m. EST. Leading business firms, which have contributed $1,500 apiece to the League's welfare fund and which will have their products displayed in costumes, include: Chesterfield cigarettes, Lipton tea, Pepsodent Co., Skinner Satin, I. A. Wyner & Co. and WNBT-WNBC New York.

BARTLEY TO SPEAK

At WBTV Video Conference

PRINCIPAL speaker at the final session of WBTV(TV) Charlotte's Southeastern Television conference, scheduled Wednesday and Thursday [B•T, Nov. 24], will be FCC Comr. Robert T. Bartley, WBTV General Manager Charles H. Crutchfield said last week.

The TV conference is being sponsored in Charlotte by the Jefferson Standard Broadcasting Co. and WBTV in the interests of rapid and efficient growth of television in the Southeast, Mr. Crutchfield said. He said about a dozen prominent North Carolina educators, public officials, industrialists and other leaders, all of whom are expected to be asked by Gov.-elect William Umstead to serve on his State Educational Radio and Television Commission, have been invited to the conference.

TV FILM COUNCIL

Nominations for '53 Made

NOMINATIONS for officers for 1953 were held at a meeting of the National Television Film Council in New York last Wednesday. Those named were:

President, Arche Mayers, Sidney Mayers and Andrew Jaeger; vice president, David Savage and Sally Pearl; secretary, Dave Bader, Bill Van Praag and Miss Pearl; treasurer, William Reddick and Waldo Mayo; and board of directors, Mel Gold, Bill Holland, Henry Brown, Sidney Mayers, Gene Sharon, Dr. D. Feldman, Arche Mayers, Frank Bibas, Mr. Bader, Dr. Thomas Goldsmith, Mr. Reddick, Connie Lazer, and Lou Cameron.

WBEN's New Tower

WBEN-FM-TV Buffalo, N. Y., Nov. 24 began regular broadcasting and telecasting from a 1,057-ft. tower which is located in the town of Colden.

WWSW APPEAL

FCC Warns on Rights

IF WWSW Pittsburgh wants the U. S. Court of Appeals in Philadelphia to dispense with the record leading up to the Sixth Report and Order, which ended the three-year-long TV freeze, the FCC will not object, the Commission said last week in its answer to the WWSW petition [B•T, Nov. 24].

However, the FCC warned, such a move means that the Pittsburgh station may not challenge "the finding contained in said Sixth Report and Order based upon said record, or the factual bases of the conclusions made therein." Nor can WWSW attack any of the facts not contained in the Sixth Report and Order, the Commission asserted.

In the event the petition to dispense with the record is granted, the FCC said it believed that "petitioner may be heard only on its challenges to the legal power of the Federal Communications Commission to promulgate the Order herein attacked, and its claim that the Sixth Report and Order is arbitrary or capricious on its face."

Fortnight ago, WWSW also asked permission to file an amended petition challenging the Commission's denial for the assignment of Ch. 4 to Pittsburgh. The vhf frequency has been assigned to Irwin, Pa., but WWSW petitioned the Commission to stay the effectiveness of its order until the court acts on its petition to upset the Commission's decision not to assign it to Pittsburgh [B•T, June 16].

TV SET ADS

RCA Victor, Zenith Differ

READERS of the *Fresno* (Calif.) *Bee* who may be potential set-owners have been confronted with conflicting claims as the result of local advertisements inserted by RCA Victor and Zenith Radio Corp.

Trade battle was sparked by an RCA Victor advertisement last Oct. 12 which asked readers "*not* to install an RCA Victor television receiver (or any other make) in your home *right now*." Noting probable starting date of May 1, 1953, for Fresno's first TV outlet (KMJ-TV, uhf Ch. 24), the ad said "it is absolutely necessary to tune the antenna to the station signal." Firm suggested readers should wait until the station goes on the air.

Referring to RCA Victor, Zenith Radio Corp., Chicago, bought similar ads on Nov. 4 and Nov. 9 telling readers, "You *can* enjoy good TV reception in Fresno *today* . . . why wait?" Zenith claimed "there are many TV receivers giving satisfactory reception in Fresno now" and that "addition of a simple tuning strip and standard uhf antenna will enable every Zenith in this area to receive Fresno's new uhf station *without any outside converter*."

Eight New Station Grants

(Continued from page 57)

to WGAL-TV for operation on Ch. 8 pending outcome of the hearing [B•T, Nov. 10, Sept. 22].

The court on Thursday will hear argument on WLAN's request for an injunction to prevent WGAL-TV from moving to Ch. 8 pending outcome of the litigation. WLAN last week had asked FCC to stay the WGAL-TV channel change, which WGAL-TV had asked to take effect Nov. 30 (yesterday), pending the Dec. 4 court argument.

The basic cause of the WLAN-WGAL-TV dispute is the show cause order of the FCC's Sixth Report which would require WGAL-TV to move from Ch. 4 to Ch. 8. FCC deleted Ch. 4 from Lancaster in the reallocation plan to eliminate interference problems of insufficient co-channel spacing in the eastern U. S. Ch. 8 was added to the city in the final plan.

WLAN long sought to intervene in the show cause proceeding and once before took an appeal to the present court. WLAN dropped this litigation when FCC acknowledged that Ch. 8 had not been finally assigned to WGAL-TV, despite the show cause order, and indicated WLAN had lost no right to compete for the channel [B•T, Aug. 4].

In the September 18 ruling, the Commission denied WLAN's petition to set aside the show cause order which would change WGAL-TV from Ch. 4 to 8, but granted another WLAN request for comparative hearing on Ch. 8. This same ruling included the conditional Ch. 8 grant to WGAL-TV.

Earlier Plea Denied

In early November, WLAN's plea to FCC to reconsider the conditional grant was denied.

In its protest to the court, WLAN charged this most recent ruling of FCC "is contrary to law" for these reasons:

(1) The license of WGAL-TV for Ch. 4 at Lancaster, which has been purportedly modified by the Commission to specify Ch. 8, was illegally granted and was lawfully non-existent when modified; (2) the license of WGAL-TV for Ch. 4 was purportedly modified to specify Ch. 8 under 312(b) [now Sec. 316(a)] of the Communications Act pursuant to the order to show cause directed to WGAL Inc., . . . which was effectively revoked by the decision of the Commission released Sept. 18 refusing to modify the license of WGAL-TV and granting petitioner a comparative hearing for Ch. 8; (3) the Commission's order assigning WGAL-TV to Ch. 8 is based upon the alleged necessity of removing WGAL-TV from Ch. 4 to prevent interference with the operation of the Commission's allocation plan for television in the United States, which is itself unlawful as a violation of Secs. 307(b) and 309(b) of the Communications Act; and (4) the Commission can not legally authorize the construction of WGAL-TV to operate on Ch. 8 by modification of license pursuant to Sec. 316(a) of the Act.

The appeal pointed out that the renewal of license granted WGAL-TV on July 30 for operation on Ch. 4 "was contrary to the Commission's Rule 3.606, which did not allocate Ch. 4 to Lancaster. While petitioner has never had any standing to attack the said renewal of license of WGAL-TV *to operate on Ch. 4*, it has always had standing as an applicant for Ch. 8 at Lancaster to protest such a renewal if the renewed license were to be manipulated by the Commission as a stratagem or excuse for the assignment of WGAL-TV to Ch. 8."

Concerning the alleged revocation of the Sixth Report show cause order by FCC's Sept. 18 opinion, WLAN argued "the Commission cannot legally revoke the show cause order for the purpose of granting petitioner a comparative hearing on its application, and at the same time, regard the show cause order as valid for the purpose of permitting WGAL-TV to operate on Ch. 8 conditionally."

Hits Fixed Allocation Plan

Regarding the fixed allocation plan, WLAN told the court:

The allocation of television channels to specific communities in the United States pursuant to the "Third Notice of Further Proposed Rule Making" in Dockets Nos. 8736, 8975, 9175 and 8976, by the adoption of present allocation Rule 3.606, was unlawful because television channels were assigned to communities independent of specific applications therefor required by Sec. 307(b) of the Communications Act, and because such allocation was in violation of Sec. 309(a) [now Sec. 309(b)] of the Act, which provides for a full and fair hearing of applications for broadcast facilities. Since the Commission's order assigning WGAL-TV to Ch. 8 at Lancaster is based upon the alleged necessity of removing WGAL-TV from Ch. 4 to prevent interference with the operation of the Commission's allocation plan for television in the United States (Rule 3.606), the said order has no legal basis and is arbitrary and unlawful.

Pointing to FCC's own statement that construction of facilities on a contested channel might involve financial considerations which would have the practical result of adversely affecting the competitive position of another applicant, WLAN contended WGAL-TV's proposed investment of $140,000 to make the conditional change allowed by FCC would unlawfully prejudice WLAN's situation. WLAN further argued:

The Commission's order authorizing WGAL-TV to operate on Ch. 8 violates Sec. 319 of the Communications Act in that WGAL Inc. has been authorized to engage in extensive construction, including installation of a new antenna, a new transmitter, a new aural modulation monitor, and a new frequency monitor, without being required to secure a construction permit as required by Sec. 319 of the Act. The purported modification of the license of WGAL-TV from Ch. 4 to Ch. 8 is, also, much more than a mere modification of license under Sec. 316(a) of the Act because the new station will operate with two to eight times the amount of power presently used by WGAL-TV on Ch. 4 and because of the extensive physical construction which must take place.

In announcing Dec. 1 as effective date for processing applications of existing stations for improvements in facilities, the Commission explained these bids fall in priority Group D set forth in the temporary processing procedure of the Sixth Report. At that time, FCC said Group D processing would not commence before Nov. 1 at the earliest.

Group D requests, according to the temporary processing procedure include:

Group D — (1) Applications for changes in existing facilities filed prior to April 14, 1952, by licensees and permittees of operating television stations, which applications were placed in the Commission's pending file pursuant to the provisions of the Commission's "freeze" order of September 30, 1948; (2) all other applications for changes in existing facilities filed on and after April 14, 1952, by licensees and permittees of operating television stations; and (3) all applications for television broadcast station licenses filed on and after April 14, 1952. Applications and requests for Special Temporary Authority and extensions thereof submitted pursuant to the provisions of the Commission's Fifth Report and Order (FCC 51-752) in Dockets 8736 et al, are excluded from Group D.

FCC issued the following Group D city priority list to show the order in which bids would be processed:

Index	Location	1950 Pop.
Cities with one operating TV Station		
D-1	St. Louis	856,796
D-2	Pittsburgh	676,806
D-3	Buffalo-Niagara Falls, N. Y.	671,004
D-4	Milwaukee	637,392
D-5	Houston, Tex.	596,163
D-6	New Orleans	570,445
D-7	Seattle, Wash.	467,591
D-8	Kansas City, Mo.	456,622
D-9	Newark, N. J.	438,776
D-10	Indianapolis, Ind.	427,173
D-11	Memphis, Tenn.	396,000
D-12	Norfolk-Portsmouth-Newport News, Va.	335,910
D-13	San Diego, Calif.	334,387
D-14	Rochester, N. Y.	332,488
D-15	Toledo, Ohio	303,616
D-16	Albany-Schenectady-Troy, N. Y.	299,091
D-17	Fort Worth, Tex.	278,778
D-18	Miami, Fla.	249,276
D-19	Providence, R. I.	248,674
D-20	Oklahoma City, Okla.	243,504
D-21	Richmond, Va.	230,310
D-22	Jacksonville, Fla.	204,517
D-23	Tulsa, Okla.	182,740
D-24	Grand Rapids, Mich.	176,515
D-25	Nashville, Tenn.	174,307
D-26	New Haven, Conn.	164.443
D-27	Utica-Rome, N. Y.	143,213
D-28	Charlotte, N. C.	134,042
D-29	Erie, Pa.	130,803
D-30	Wilmington, Del.	110,356
D-31	Phoenix, Ariz.	106,818
D-32	Albuquerque, N. M.	96,815
D-33	Lansing, Mich.	92,129
D-34	Huntington, W. Va.	86,353
D-35	Binghamton, N. Y.	80,674
D-36	Greensboro, N. C.	74,389
D-37	Lancaster, Pa.	63,774
D-38	Johnstown, Pa.	63,232
D-39	Kalamazoo, Mich.	57,704
D-40	Bloomington, Ind.	28,163
D-41	Ames, Iowa	22,898
Cities with two operating TV Stations		
D-42	Minneapolis-St. Paul	833,067
D-43	Boston	801,444
D-44	Dallas, Tex.	434,462
D-45	San Antonio, Tex.	408,442
D-46	Louisville, Ky.	369,129
D-47	Birmingham, Ala.	326,037
D-48	Omaha, Neb.	251,117
D-49	Dayton, Ohio	243,872
D-50	Syracuse, N. Y.	220,583
D-51	Salt Lake City, Utah	182,121
D-52	Davenport, Iowa—Rock Island-Moline, Ill.	160,656
Cities with three operating TV Stations		
D-53	Philadelphia	2,071,605
D-54	Detroit	1,849,568
D-55	San Francisco	1,159,932
D-56	Baltimore	949,708
D-57	Cleveland	914,808
D-58	Cincinnati	503,998
D-59	Columbus, Ohio	375,901
D-60	Atlanta, Ga.	331,314
Cities with four operating TV Stations		
D-61	Chicago	3,620,962
D-62	Washington, D. C.	802,178
Cities with six operating TV Stations		
D-63	New York	7,891,557
Cities with seven operating TV Stations		
D-64	Los Angeles	1,970,358

Stone Appointed

APPOINTMENT of Robert L. Stone, account executive of the television sales staff of ABC, as business manager for network television sales was announced last week by Edwin S. Friendly Jr., ABC national director of television sales. Mr. Stone succeeds Thomas P. Robinson who was named regional manager of the New York and New England areas for ABC's radio and TV station relations departments last week [B•T, Nov. 24].

WJBK-TV CENTER

Storer Buys Property

STORER Broadcasting Co. will start construction next spring on a new Television Center in Detroit, representing an initial investment of at least $3.5 million.

Purchase of property for the structure was announced last week by George B. Storer, president of Storer Broadcasting Co., and Gayle V. Grubb, vice president and managing director of WJBK-AM-TV Detroit.

The building will provide new studio facilities for WJBK-AM-TV on the southwest corner of Second Blvd. and Bethune in the New Center Area. The property has a 125-ft. frontage on the boulevard, with an area of 30,625 square feet.

In his announcement, Mr. Storer said: "We anticipate bringing to the city of Detroit enlarged facilities for television and radio service together with a substantial contribution to the beauty of the building situated in the New Center Area."

Structure will be 10 stories high and provide easy access for station personnel as well as the public. A pedestrian tunnel will connect the New Center Area of the General Motors Bldg., the Fisher Bldg. and the New Center Bldg. Main TV studio will be located on the ground floor, with additional facilities on the upper floor.

WJBK is now building and testing its new 10 kw transmitter on a 57-acre site on Dix Rd. WJKB-TV has a 100 kw transmitter with a 1,057-ft. tower in the Mile Rd.-Southfield area, one half-mile northwest of the J. L. Hudson Shopping Center.

RCA VICTOR GIFT

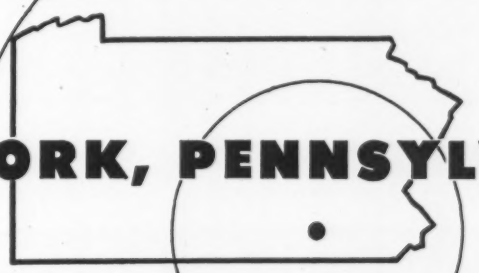
D. C. Schools Get 25 Sets

GIFT of 25 television receivers from RCA Victor Div. was accepted Wednesday by Dr. Hobart M. Corning, District of Columbia superintendent of schools, in ceremonies marking a step forward in the district's experiment in classroom training by television.

The district TV teaching experiment is in its third year, having started in 1950 with teaching of elementary music to six classes through facilities of WNBW (TV) Washington, NBC-owned outlet. WNBW broadcast the Wednesday ceremonies. Presentation was made by Henry G. Baker, vice president and general manager of RCA-Victor Home Instruments Dept.

The District teaching program has been expanded to include science, French and Spanish, with lessons being viewed by 14,000 pupils weekly in 438 classes. Most of the 58 sets used were provided by Parent-Teacher Assns. The sets donated by RCA will be placed in schools not now having receivers.

WSBA-TV



YORK, PENNSYLVANIA

Proudly announces the appointment of

RADIO-TV REPRESENTATIVES INC.

as national representatives

NEW YORK—*Peggy Stone* CHICAGO—*Ed Nickey*
LOS ANGELES SAN FRANCISCO

CHANNEL 43—200 KW

INTERIM POWER 20 KW

INTERCONNECTED ABC AFFILIATED

COVERING YORK, HARRISBURG AND LANCASTER AREAS

MARKET INFORMATION:

795,000 Population
Potential Families . . . 225,000

SET INFORMATION:

20,000 sets to start . . . 10,000 to 15,000 each month thereafter
115,000 to 140,000 Television Homes in WSBA-TV coverage area!

TV Grants & Applications

(Continued from page 58)

Jacksonville. City priority status Gr. A-2, No. 76.

NOTRE DAME, Ind.—Michiana Telecasting Corp., uhf Ch. 46 (662-668 mc) [channel assigned to South Bend, Ind.]; ERP 226 kw visual, 113 kw aural; antenna height above average terrain 496 ft., above ground 479 ft. Estimated construction cost $400,000, first year operating cost $360,000, revenue $400,000. Post Office address % Rev. Edmund P. Joyce, Michiana Telecasting Corp., Notre Dame, Ind. Studio location on Juniper Road, north of Edison Rd. Transmitter location on west side of Ironwood Road between Jackson and Kern Roads, at same site as WSBT-TV South Bend, Ind. Geographic coordinates 41° 37′ 05.4″ N. Lat., 86° 13′ 09″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Rev. Theodore M. Hesburgh** and Secretary-Treasurer **Rev. Edmund P. Joyce.** Sole owner of applicant is **U. of Notre Dame du Lac,** Notre Dame, Ind. South Bend, Ind., city priority status: Gr. **A-2,** No. 23.

OTTUMWA, Iowa—Valley TV & Radio Inc., uhf Ch. 15 (476-482 mc); ERP 95 kw visual, 53.8 kw aural; antenna height above average terrain 423 ft., above ground 340 ft. Estimated construction cost $160,900, first year operating cost $90,000, revenue $120,000. Post Office address % Suite 809, 225 Main St., Peoria, Ill. Studio and transmitter location on NE corner of intersection of Pennsylvania Ave. and Bladensburg Road. Geographic coordinates 41° 01′ 30″ N. Lat., 92° 22′ 51″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Lloyd C. Amoo, Des Moines, Iowa. Principals include President **John R. Livingston** (50%), general manager and sales manager of WPEO Peoria, sole owner of Rogers & Co. (advertising agency), Peoria, and self-employed business consultant to radio station management, and Vice President and Treasurer **Errett G. Zendt** (50%), consultant and agent, Broker, First Line, Insurance, Peoria. City priority status Gr. A-2, No. 141.

KANSAS CITY, Mo.—Empire Coil Co., uhf Ch. 25 (536-542 mc); ERP 101.6 kw visual, 50.8 kw aural; antenna height above average terrain 471 ft., above ground 410 ft. Estimated construction cost $303,400, first year operating cost $475,000, revenue $550,000. Post Office address 85 Beechwood Ave., New Rochelle, N. Y. Studio and transmitter location 10th and McGee Streets. Geographic coordinates 39° 06′ 09″ N. Lat., 94° 34′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Lyon, Wilmer & Bergson, Washington. Consulting engineer Adler Communication Labs., New Rochelle, N. Y. Principals include President **Herbert Mayer** (45.2%), Vice President **Franklin Snyder,** Treasurer **Frances Mayer** (wife of Herbert Mayer), and **Herbert Mayer** and **Frances Mayer** in trust for **Herbert Mayer Jr.** (9.6%) (minor son of Mr. and Mrs. Mayer). Applicant is licensee of WXEL (TV) Cleveland, permittee of KPTV (TV) Portland, Ore., and KDEN (TV) Denver, Col., and applicant for new TV station in St. Louis, Mo. City priority status: Gr. B-4, No. 186.

ST. LOUIS, Mo.—Empire Coil Co., uhf Ch. 30 (566-572 mc); ERP 102.3 kw visual, 51.2 kw aural; antenna height above average terrain 473 ft., above ground 493 ft. Estimated construction cost $310,400, first year operating cost $525,000, revenue $650,000. Post Office address 85 Beechwood Ave., New Rochelle, N. Y. Studio transmitter location 611 Olive St. Geographic coordinates 38° 37′ 42″ N. Lat., 90° 11′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Lyon, Wilmer & Bergson, Washington. Consulting engineer Adler Communication Labs., New Rochelle, N. Y. Principals include President **Herbert Mayer** (45.2%), Vice President **Franklin Snyder,** Treasurer **Frances Mayer** (wife of Herbert Mayer), and **Herbert Mayer** and **Frances Mayer** in trust for **Herbert Mayer Jr.** (9.6%) (minor son of Mr. and Mrs. Herbert Mayer). Applicant is licensee of WXEL (TV) Cleveland, permittee of KPTV (TV) Portland, Ore., and KDEN (TV) Denver, Col., and applicant for new TV station in Kansas City, Mo. City priority status: Gr. B-4, No. 179.

BILLINGS, Mont.—Rudman-Hayutin Television Co., vhf Ch. 2 (54-60 mc); ERP 6.36 kw visual, 3.18 kw aural; antenna height above average terrain 396 ft., above ground 199 ft. Estimated construction cost $179,200, first year operating cost $135,240, revenue $144,000. Post Office address Rudman-Hayutin Television Co., % Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex. Studio and transmitter location on Coburn Hill Road, 2 mi. east of downtown Billings. Geographic coordinates 45° 46′ 56″ N. Lat., 108° 28′ 41″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include General Partners **M. B. Rudman** (50%), independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Georgia, Florida, Alabama and South Dakota, 50% owner of Navarre Bldg., Denver, permittee of new uhf station in Galveston, Tex., and applicant for new TV stations in Minot, N. D., and Bismarck, N. D., and **Albert Hayutin** (50%), independent oil producer, 50% owner of Pennant Drilling Co., Denver, and Globe Furniture Co., Denver. City priority status: Gr. A-2, No. 152.

BEAUMONT, Tex.—Jefferson Amusement Co., vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft., above ground 1,035 ft. Estimated construction cost $565,650, first year operating cost $200,000, revenue $180,000. Post Office address Jefferson Theatre Bldg., Beaumont, Tex. Studio location Tivoli Theatre Bldg. Transmitter location Old Beaumont Orange Road, 0.6 mi. NE of U. S. 90. Geographic coordinates 30° 08′ 59″ N. Lat., 93° 58′ 54″ W. Long. Transmitter and antenna GE. Legal counsel Maurice R. Barnes, Washington. Consulting engineer William L. Foss, Washington. Principals include President **Julius M. Gordon** (2.334%), president of Jefferson Amusement Co. and East Texas Theatres Inc., Beaumont, and **Beverly Gordon Horswell** (5%), stockholder in Jefferson Amusement Co. The **Estate of Sol E. Gordon** holds 15% interest in applicant, **East Texas Theatres Inc.** owns 25% interest and **United Paramount Theatres Inc.** owns 49.9% interest. City priority status: Gr. A-2, No. 9.

CORPUS CHRISTI, Tex.—K-Six Television Inc. (KSIX), vhf Ch. 10 (192-198 mc); ERP 209.3 kw visual, 104.7 kw aural; antenna height above average terrain 675 ft., above ground 699 ft. Estimated construction cost $445,286, first year operating cost $294,000, revenue $300,000. Post Office address Vann M. Kennedy, % Radio Station KSIX, Show Room Bldg., Corpus Christi, Tex. Studio location 533 North Upper Broadway. Transmitter location State Highway 44, 1.5 mi. east of Violet, Tex. Geographic coordinates 27° 46′ 54″ N. Lat., 97° 34′ 17″ W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Vann M. Kennedy** (1.333%), Vice President **Charles R. Manning** (0.666%), Vice President **Guy I. Warren** (13.333%) and 59 others with less than 3% each. **Corpus Christi Bcstg. Co.,** licensee of KSIX Corpus Christi, owns 51.133% of applicant. City priority status: Gr. A-2, No. 25.

SAN ANGELO, Tex. — KGKL Inc. (KGKL), vhf Ch. 3 (60-66 mc); ERP 6.48 kw visual, 3.24 kw aural; antenna height above average terrain 441 ft., above ground 473 ft. Estimated construction cost $142,145, first year operating cost $240,000, revenue $250,000. Post Office address P. O. Box 850, San Angelo, Tex. Studio and transmitter location at intersection of Texas Ave. and Santa Fe Railroad, at site of KGKL (AM). Geographic coordinates 31° 29′ 36.5″ N. Lat., 100° 24′ 56″ W. Long. Transmitter and antenna RCA. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **H. C. Ragsdale** (5%), Vice President **Houston Harte** (25.25%), Vice President **Herbery Taylor** (7.875%), Secretary-Treasurer **Lewis O. Seibert** (10%), **Ed Harte** (26.75%), **Houston Harriman Harte** (16.75%) and seven others with less than 2.5% interest each. City priority status: Gr. A-2, No. 77.

TYLER, Tex. — Tyler Bcstg. Co. (KTBB), vhf Ch. 7 (174-180 mc); ERP 27.6 kw visual, 14.8 kw aural; antenna height above average terrain 488 ft.,

(Continued on page 66)

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

New York
Chicago
San Francisco

WLTV *Atlanta*
owned by Broadcasting, Inc.

WAAM *Baltimore*
owned by WAAM, Inc.

WBEN-TV *Buffalo*
owned by Buffalo Evening News

WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

COMMITTEE ON AMERICAN CITIZENSHIP

State Bar of Texas

JOHN B. DANIEL, JR.
TEMPLE
C. BRIEN DILLON
HOUSTON
FRED R. ERISMAN, JR.
LONGVIEW
L. DEWITT HALE
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CO-CHAIRMEN:
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MERCANTILE SECURITIES BLDG.
DALLAS 1, TEXAS
VICK GOULD
416 CITIZENS STATE BANK BLDG.
HOUSTON 2, TEXAS

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HOUSTON
JAMES T. NESBITT
LAREDO
ELMER H. PARISH
WICHITA FALLS
JACK POPE
SAN ANTONIO
SECRETARY:
WM. E. POOL
930 LITTLEFIELD BLDG.
AUSTIN 15, TEXAS

November 19, 1952

K P R C - TV
Lamar Hotel
Houston, 2, Texas.

Attn.: Mr. Jack Harris, Mgr.
In re: Public Service - Nov. 3, 1952

Gentlemen:

Although I can not speak for the entire committee because we have not had a meeting since your broadcast of November, 3, 1952, I would like to extend my personal congratulations and thanks for what I consider an outstanding public service.

Your presentation of all local candidates as a public service the night before the election was a sterling example of good citizenship and fair play at its best.

Few people ever have such an opportunity to render so great a service to the principle of self government. I sincerely hope that similar election eve broadcasts will continue to be a policy of your television programming.

To vote intelligently, every citizen needs the opportunity to look each candidate squarely in the eye and observe the candidates demeanor as well as hear what he stands for. It is my personal opinion that a voter in the quiet of his home can best compare and judge for himself which of the candidates is best suited for the office.

Because you, with television, have afforded this opportunity to your fellow citizens, particularly when you were the only one in this area who could do so, you deserve, and I believe have, the genuine and appreciative thanks of every qualified voter in Harris County.

Sincerely,

Vick Gould

Vick Gould

KPRC-TV
CHANNEL 2 • HOUSTON

In the City of Houston, 995% more votes were polled for mayor than in the largest previous vote (1950) . . . 919% more votes for the school board than in the largest previous vote (1951) . . . and 831% more votes for the City Council than in the largest previous vote (1950).

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

TVWA PETITIONS

For NLRB Certification

TELEVISION Writers of America last week filed a petition for certification as collective bargaining agent with the National Labor Relations Board for writers employed by six Hollywood video film companies who are not members of the Alliance of Television Film Producers.

Companies include Joan Davis Productions, Desilu Productions, Filmcraft Productions, Don Sharpe Enterprises, Key Productions and McCadden Corp.

Charles Isaacs, TVWA president, said the move was taken to "protect" TVWA members and that "conditions at these plants were much better" than those embodied in the Screen Writers Guild contract negotiated with the Alliance. TVWA several weeks ago petitioned the NLRB to be the bargaining agent for Hollywood writers with live and film television network shows. Hearing is scheduled before Los Angeles field examiner Norman Greer on Dec. 10. The newly organized guild is contesting SWG's claim that it is the TV writers' proper representative [B•T, Nov. 24].

EMPLOYMENT RISE

Noted in Major Cities

WIDE-SCALE improvement of employment conditions in the nation's major metropolitan labor markets was noted by the Dept. of Labor last week.

Among cities showing the most dramatic change, according to Secretary of Labor Maurice Tobin, was Detroit. "The easing of material supplies for civilian production and a growing volume of defense employment during the summer and fall reversed the unemployment trend," he stated. A year ago, he added, a crisis faced the city.

Brockton, Mass., also was attributed employment gains because of increased electronics and ordnance manufacturing, and tightening of available labor supply was noted for St. Louis, Minneapolis-St. Paul, Houston, Miami, Oklahoma City and Sioux City, Iowa.

'Amahl' Revisits

HALL Bros., Inc., Kansas City (Hallmark greeting cards), will sponsor for the third time a presentation of Gian Carlo Menotti's opera, "Amahl and the Night Visitors," over NBC-TV on Christmas Day, 6-7 p.m. EST. Opera had its premiere TV appearance last Christmas Eve and was presented again at Easter by Hallmark. Hallmark will not use any selling commercials during the performance, but will insert an institutional message.

THOUSANDTH broadcaster to attend one of the clinics under technical television training program held by RCA Victor Div. Products Dept. at Camden, N. J., and Philadelphia, is Alvin Leeman (l), chief engineer, WKBH La Crosse, Wis., who is presented a clock radio by E. T. Griffith, director of the clinics.

Labor Strife

(Continued from page 57)

local basis and no restriction on the overall life of the spot.

Peter Mooney of Audio Productions, president of Film Producers Assn. of New York, told BROADCASTING • TELECASTING last Wednesday that SAG's demands were "unrealistic and unworkable." He conceded that the strike would hurt the producers, the advertising agencies and the sponsors but added that the actors themselves would suffer as well as unions not directly involved, such as the International Alliance of Theatrical & Stage Employes.

He expressed regret that for the first time in 19 years of negotiations with SAG such a "drastic step appears unavoidable." He noted that the timing of the tie-up is "particularly unfortunate" because the Christmas holiday period is normally a highly active one. He estimated that some 400 film producers throughout the country would be affected by the strike.

Mrs. Florence Marston, eastern representative of SAG, told BROADCASTING • TELECASTING that it is "highly doubtful" that the dispute could be mediated. She said SAG and the producers are "poles apart" on their positions and added that "our people won't stand still for anything less than re-issue principle as we have outlined it to the producers."

In addition to the 8,500 members through the country, Mrs. Marston declared, the strike has the support of the 35,000-odd members of unions belonging to the Associated Actors and Artistes of America. These performers have pledged not to accept work in TV film commercials until the dispute is settled, she said.

TOTAL of 41,529 TV sets sold in Los Angeles area during October marks the largest number of sets sold in that area in any month in the last two years, according to Electric League of Los Angeles Inc.

MUSICAL STRIPS

Needed, Says Beckwith

NEW TV STATIONS faced with a dearth of network programming are finding musical film strips "an excellent source of local sponsorship," according to Aaron Beckwith, sales director of United Television Programs Inc., Chicago and New York.

Mr. Beckwith noted UTP has acquired distribution rights to some 1,120 musical films belonging to Studio Films, Cleveland, which recently acquired 750 Snader telescriptions to bolster its own library of 370 musical film shorts.

Interest in musical films has been increasing, Mr. Beckwith said, with some 50 stations, which have been carrying the 370 films, renewing contracts for the more extensive library. He added that stations coming on the air have contracted for the library, with six sales negotiated in the past two weeks.

The film shorts, of 2½ to 4 minutes, present well-known singers with a story-line motif, and can be programmed in 5-, 10-, 15- or 30-minute segments to accommodate the local sponsor, Mr. Beckwith said. The present studio films library represents an investment of more than $2 million, he added.

TV Applications

(Continued from page 64)

above ground 437 ft. Estimated construction cost $216,277, first year operating cost $168,500, revenue $200,000. Post Office address Blackstone Hotel, Tyler, Tex. Studio and transmitter location North side of East Lake between South Baxter and South Mahon. Geographic coordinates 32° 20′ 14″ N. Lat., 95° 17′ 00″ W. Long. Transmitter and antenna GE. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Equal (⅓) Partners **M. E. Danbom,** general manager and owner of 95/750 shares of KTBB; **David H. Bothwell,** assistant manager and owner of 35/750 shares of KTBB, and **Calvin N. Clyde Jr.,** general manager of T. B. Butler Publishing Co. (*Tyler Courier-Times* and *Telegraph*), and owner of 135/750 shares of KTBB. City priority status: Gr. A-2, No. 109.

MARION, Va. — Mountain Empire Bcstg. Corp. (WMEV), uhf Ch. 50 (686-692 mc); ERP 112.32 kw visual, 56.16 kw aural; antenna height above average terrain 1,616 ft., above ground 284 ft. Estimated construction cost $185,088, first year operating cost $75,000, revenue $75,000. Post Office address % WMEV, Park Blvd., Marion, Va. Studio and transmitter location on Walker Mountain, about ¼ mi. west of Highway 16, 5.5 mi. from highway intersection at Hungry Mother Park. Geographic coordinates 36° 54′ 08″ N. Lat., 81° 22′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Young, Zias & Jansky, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **L. Preston Collins** (18.33%), lieutenant governor of Virginia (deceased); Vice President **C. C. Lincoln Jr.** (8.33%), cattle breeder; Vice President **Robert C. Wolfenden** (20.56%), general manager of WMEV, and Secretary-Treasurer **Leon D. BeVille** (8.5%), furniture manufacturer. City priority status: Gr. A-2, No. 708.

MILWAUKEE, Wis.—Northwest Television Corp., uhf Ch. 25 (538-542 mc); ERP 183 kw visual, 99 kw aural; antenna height above average terrain 1,110 ft., above ground 1,047 ft. Estimated construction cost $495,000, first year operating cost $300,000, revenue $350,000. Post Office address Room 642, 190 North State St., Chicago 11, Ill. Studio location to be determined. Transmitter location ½ mi. south of Waukesha County line, 2 mi. west and ½ mi. south of Colgate. Geographic coordinates 43° 11′ 12″ N. Lat., 88° 14′ 28″ W. Long. Transmitter and antenna RCA. Legal counsel Krooth & Altman, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Harry Balaban,** Vice President **Elmer Balaban** and Secretary-Treasurer **Otto Zeman.** Sole owner of applicant is **H & E Balaban Corp.** (motion picture exhibition) in which Harry Balaban, Elmer Balaban and Otto Zeman are stockholders, directors and officers. H & E Balaban Corp. is 50% owner of WTVO (TV) Rockford, Ill., uhf Ch. 39 permittee [see TV GRANTS, B•T, Sept. 15]. City priority status: Gr. B-4, No. 182.

NONCOMMERCIAL EDUCATIONAL APPLICATION

MILWAUKEE, Wis.—Board of Vocational & Adult Education, vhf Ch. *10 (192-198 mc); ERP 29 kw visual, 14.5 kw aural; antenna height above average terrain 407 ft., above ground 447 ft. Estimated construction cost $260,000, first year operating cost $75,000, no revenue (noncommercial, educational station). Post Office address 1015 North Sixth St., Milwaukee 3, Wis. Studio location 1015 North Sixth St. Transmitter location 5407 West Martin Drive at North 54th St., at site of WEMP-AM-FM. Geographic coordinates 43° 02′ 44″ N. Lat., 87° 58′ 50″ W. Long. Transmitter GE, antenna RCA. Legal counsel Walter J. Mattison, city attorney, Milwaukee. Consulting engineer Glenn Koehler, Madison, Wis. Principals include President **Otto A. Jirikowic,** general organizer for Federated Trades Council, Milwaukee; Vice President **Richard S. Falk,** assistant to president of Falk Corp. (gear manufacturers), Milwaukee; Secretary **John J. Metz,** editor of *Industrial Arts* and *Vocational Education* magazines, Bruce Publishing Co., Milwaukee; **Mrs. Arthur S. Ehrmann,** president of Pertzborn Funeral Directors, Milwaukee, and **Harold S. Vincent,** Milwaukee superintendent of schools. City priority status not applicable to noncommercial, educational applications.

AMENDED APPLICATIONS

JACKSON, Miss. — Standard Life Bcstg. Co. (WSLI), vhf Ch. 12 (204-210 mc); ERP 212 kw visual, 113 kw aural; antenna height above average terrain 700 ft., above ground 666 ft. Estimated construction cost $430,523, first year operating cost $215,640, revenue $226,850. Post Office address P. O. Box 1847, Jackson, Miss. Studio and transmitter location west of Robinson Road (extension), about 0.3 mi. north of Route 18, and 4.5 mi. WSW of center of Jackson (antenna of WJTV [TV] will be located at same site). Geographic coordinates 32° 17′ 02″ N. Lat., 90° 15′ 52.5″ W. Long. Transmitter and antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. [For earlier application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 29.

†EASTON, Pa. — Easton Pub. Co. (WEEX [FM]), uhf Ch. 57 (728-734 mc); ERP 122.8 kw visual, 61.4 kw aural; antenna height above average terrain 763 ft., above ground 169 ft. Estimated construction cost $290,241, first year operating cost $108,000, revenue not estimated. Post Office address 30 North Fourth St., Easton, Pa. Studio location at WEEX (FM) studios on State Highway 115. Transmitter location on Gaffney Hill, 5 mi. SW of Easton. Geographic coordinates 40° 37′ 35″ N. Lat., 75° 15′ 19″ W. Long. Transmitter DuMont, antenna RCA. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 127.

†OLD HICKORY, Tenn. — Capitol Bcstg. Co. (WKDA Nashville, Tenn.), vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 878 ft., above ground 709 ft. Estimated construction cost $434,395, first year operating cost $583,669, revenue $720,872. Post Office address First National Bank Bldg., Nashville, Tenn. Studio location to be determined. Transmitter location on Union Hill, 2.8 mi. west of Goodlettsville. Geographic coordinates 36° 19′ 30″ N. Lat., 86° 45′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include General Partners **A. G. Beaman** (50%), 50% owner of WKDA and 45% owner of WCOP Boston, and **T. B. Baker Jr.** (50%), general manager of WKDA and 45% owner of WCOP. [For earlier application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. B-3, number not yet assigned.

XUM

KFDA-TV*

Amarillo, Texas

NOW BUILDING!!

56 KW – E. R. P.

ON THE AIR – SPRING OF '53!

*Represented by–
BRANHAM CO.

LEVOY POLL

700 Executives Prefer Live TV

OF the nearly 700 industry executives polled in the fifth annual Gordon M. Levoy Television Poll, 60% prefer live TV programming to especially made video films, old motion pictures or kinescopes.

Mr. Levoy, Hollywood TV consultant and head of General Television Enterprises, has based his results on questionnaires sent to 212 advertising managers, 161 agency TV executives, 111 station program directors and 169 publication TV editors. He received a 65% return.

Breakdown in favor of live programs shows: Agencies 52%, stations 60%, sponsors 55% and TV editors 80%. The remaining percentage in each classification favored filmed shows.

As to type, 57% named dramatic programs first, with 87% placing them among the first four favorite types. Following, in order, were: Sports, 11% and 51%; comedy, 11% and 45%; variety, 9% and 43%; news, 3% and 42%; panel shows, 2% and 33%; old motion pictures, 0% (one vote only) and 15%; audience participation, 1% and 13%; concert music, 1% and 11%, and talent shows, 2% and 11%.

Further breakdown in response to types:

	Sponsors	Agencies	Stations	TV Editors
Dramatic:				
first—	53%	70%	60%	38%
group—	81%	93%	91%	85%
Sports:				
first—	12%	11%	6%	17%
group—	60%	44%	44%	49%
Comedy:				
first—	11%	10%	6%	17%
group—	44%	45%	44%	53%
News:				
first—	2%	0%	2%	11%
group—	40%	46%	33%	44%
Variety:				
first—	11%	1%	16%	9%
group—	33%	36%	62%	51%

With the half-hour weekly program preferred by the majority for length, the percentage tally is:

	Sponsors	Agencies	Stations	TV Editors
Half-hour weekly:				
first—	58%	79%	68%	52%
second—	40%	20%	18%	42%
Hour-long:				
first—	25%	14%	13%	43%
second	25%	39%	29%	40%
Quarter-hour daily:				
first—	13%	0%	15%	0%
second—	12%	20%	30%	0%

Separate stories with different casts was voted favorite method of dramatic programming by 71%. Breakdown: Sponsors 63%, agencies 70%, stations 67% and TV editors 83%.

Next in preference, voted by 17%, was separate stories with the same cast portraying the same characters. Breakdown: Sponsors 20%, agencies 17%, stations 21% and TV editors 13%.

Third choice, voted first place by 11%, was separate stories with same cast portraying different characters. Breakdown: Sponsors 16%, agencies 12%, stations 11% and TV editors 4%.

In the method of production, overall view was 52% for live studio audience; 46% for no audience; and 2% for dubbed-in audience reaction.

	Sponsors	Agencies	Stations	TV Editors
Live audience:	52%	37%	70%	57%
No audience:	47%	61%	28%	39%
Dubbed-in:	1%	2%	2%	4%

The questionnaire concluded with a request for the pollee's foremost suggestion to advance television programming. The following suggestions were among those listed.

Sponsors—Keep commercials at beginning and end of program and do not integrate them with entertainment. Use more programs with educational value and more concert music. Cut transmission costs and needless studio expense and put the money into good scripts and cast. Use more experimentation.

Agencies—Stop turning out ill-conceived film shows and single pilot films. Use more religious programs. Make sensible search for new talent. Combine station effort to see that excellent programs do not conflict with each other. Develop a distribution setup for all stations as in theatre distribution and cut out network or middleman.

Stations—Learn from motion picture industry. Use more programs made especially for TV on film. Integrate commercials. Concentrate more on simple, local live programming. Utilize new talent. Keep networks out of producing.

TV editors—Don't use too many commercials, for which the only cure is subscription-TV. Use more rehearsal. Use more integrity and creative imagination in development of shows. Do not use too much formula thinking. Stop trend toward putting everything on film.

All four categories required that programs give the audience credit for some intelligence and that TV, while borrowing from motion pictures and radio, develop its own talent, production personnel and technique.

Denver Hearing

(Continued from page 59)

grams on his AM station during those hours when the earning potential of television is at its highest . . .

Basic to Denver Television's position is the long-time policy of the FCC to be more sympathetic to a newcomer in the broadcast field than to one already in the business. A corollary to this is the Commission's policy, also long-time, preferring a non-newspaper applicant over a newpaper applicant.

Both applicants for the $1 billion Denver market (with a population of 765,167) have motion picture exhibition stockholders. Charges and counter charges in the proposed findings were made concerning brushes with anti-trust laws and competive factors involved in common TV and motion picture theatre ownership.

KLZ heavily emphasized the long list of civic activity of its stockholders, and pointed to the alleged lack of similar associations on the part of Denver Television principals.

Ability of Harris P. Wolfberg to meet his financial commitments in guaranteeing his son's obligations in Denver Television were questioned by KLZ.

KLZ also stressed the length of residence in Denver of three of its five directors—60, 34 and 12 years, respectively. Two of Denver Television's three directors have each lived in Denver seven years, KLZ pointed out.

Wide holdings in other radio stations by some of KLZ's stockholders were stressed by Denver Television. It referred to J. Elroy McCaw's holdings in nine AM stations, to Theodore R. Gamble's interests in three stations and to Frank H. Ricketson's holdings in one station.

Mr. McCaw, who is a 20.4% KLZ stockholder, owns 100% of KORC Mineral Wells, Tex.; 50% of KYA San Francisco, KPOA Honolulu, KILA Hilo (T.H.), and KELA Centralia, Wash.; 33⅓% of KALE Richland and KYAK Yakima, Wash.; and 100% of KRSC Seattle, which is being sold [B•T, Oct. 13]. Mrs. McCaw owns 25% of KAPA Raymond, Wash.

Mr. Gamble is also a 20.4% KLZ stockholder, owns 49% of KCMJ Palm Springs, Calif., and 43.5% of KOIN Portland and KJR Seattle.

Mr. Ricketson, who is a 13.6% owner of KLZ, is an 8% stockholder and a director of Cheyenne Newpapers Inc., which owns 66⅔% of KFBC Cheyenne, Wyo.

Denver Television also charged violations of FCC's Chain Broadcast regulations on the part of KLZ. This was a reference to the CBS affiliation contract which contained a clause giving CBS first refusal rights for TV affiliation.

The Denver Ch. 7 hearings began Oct. 1 and ran until Oct. 17. Both applicants proposed 316 kw effective radiated power.

RELAY FUTURE

Tube May Have Role

TRIPLE USE of a single copper tube, which holds promise for radio and TV broadcasters, has been developed in London, it was reported last week.

As explained by Prof. Harold M. Barlow, head of electrical engineering department, London U., a cylindrical, hollow, copper tube can be used to pass microwaves through its center, electrical energy along the "skin" and vhf signals along the outside. Prof. Barlow said he believed that the hollow tube could be used not only to supplant present microwave tower links, but also to carry broad color TV bands "along the surface."

U. S. Signal Corps Labs. at Fort Monmouth, N. J., reported that wave guide specialists are running a close parallel with the British. Several years ago, Dr. Georg Goubau of the USSC Labs., demonstrated his development where a single copper wire was made to "guide" high frequency signals for a mile or more. Possibilities of the idea supplanting coaxial cable were broached at the time.

WHUM-TV DEBUT

Revised Date Set Dec. 15

TARGET date for commencement of WHUM-TV Reading, Pa., on uhf Ch. 61 has been revised from Dec. 7 to about Dec. 15, it was announced last week by Blayne Butcher, general executive. Test pattern is to be put on the air about Dec. 11, he said.

Mr. Butcher reported last Wednesday that the WHUM-TV tower at Summit Station has been completed after slight delay because of bad weather. Transmitter and antenna were expected to be delivered in four or five days, he said.

To be a CBS-TV primary affiliate, WHUM-TV already has cleared about 60% of the network's evening shows, the executive reported. H-R Representatives will be national representative.

TV STUDIO SPACE

Proposed in N. Y. Project

PLANS to erect a 25-story building north of Times Square with studios for television offices, and a parking garage at an estimated cost of $10 million including ground rentals, were announced last week by Herbert Fischback, president of Herbert Charles & Co., New York.

Mr. Fischback represented the 1660 Broadway Corp., a syndicate, in acquiring the ground lease for an entire square block bounded by Broadway and Seventh Ave., 51st and 52d Sts. from the Taylor Holding Corp. Mr. Fischback said present buildings will be razed to accommodate the proposed project. He revealed that "several television firms" have indicated interest in renting the 16,000 square feet of TV studio space but declined to give details.

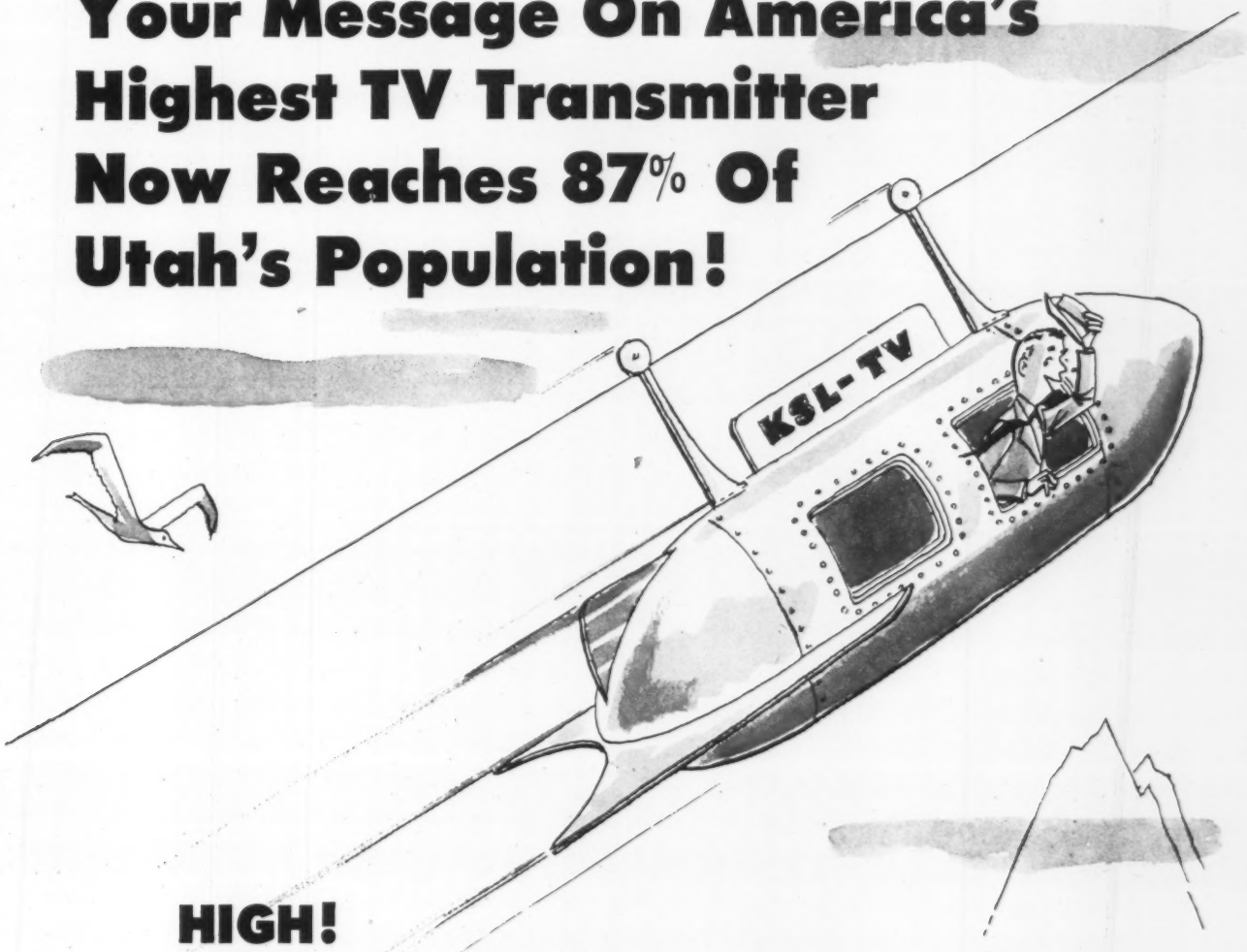
LEES THEATRECAST

15-City Plan Completed

COMPLETION of plans for what was said to be the first theatre telecast of a business meeting was announced last week by James Lees & Sons Co., Bridgeport, Pa., with 16 motion picture houses in 15 cities scheduled to receive the program on Dec. 8 from 12 noon-1 p.m. EST [B•T, Nov. 3].

The telecast will present Lees' production, merchandising, advertising and promotional plans for 1953 and will include an appearance by Katie Smith.

Your Message On America's Highest TV Transmitter Now Reaches 87% Of Utah's Population!



HIGH!

Put your product on America's highest TV transmitter, and you're on your way to top sales in Intermountain America. 9,425 feet high — almost two miles up — it's so high an overhead tramway will be used to reach it!

WIDE!

You'll get coverage over a wider area than TV ever offered you before . . . an area which includes 87% of Utah's population (not to mention thousands of Idahoans and Nevadans), 89.7% of the state's effective buying income or $854,491,000!

HANDSOME!

That's the word for the profits you will make if you get on KSL-TV early . . . if you beat the rush . . . if you ask us or your CBS Television Spot Sales representative for details today.

the new KSL-TV CHANNEL 5 SALT LAKE CITY

Represented by CBS Television Spot Sales

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
193,130
TELEVISION HOMES IN **KRLD-TV'S** EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why **KRLD-TV** is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Quiz—Audience Type Preferred—The Pulse

(Report 244)

QUIZ-AUDIENCE participation shows led all other program types in number of quarter-hours of network programming during October, according to the Multi-Market TelePulse issued by The Pulse. The report showed total TV time was 4% over the September total. Number of quarter-hours and average rating by types follow:

	No. ¼ hrs.	Avg. Rating
Quiz-Audience Participation	99	9.1
News	75	4.6
Drama & Mysteries	74	19.5
Daytime Variety	66	6.3
Kid Shows	56	9.3
Interviews	41	4.9
Comedy Variety	35	29.8
Football	33	15.1
Forums, Discussions	33	3.5
Comedy Situation	32	17.3
Serial Stories	20	6.9
Musical Variety	19	12.0
Political	19	7.1
Film Shorts	16	2.9
Wrestling	15	6.7
Boxing	10	18.0
Homemaking Service	10	2.2
Religion	8	2.9
Westerns	8	14.0
Talent	6	21.6
Educational & Science	5	3.0
Sports News	5	8.2
Music	2	13.5
Miscellaneous	2	8.7
Total	689	

'Lucy' Maintains Lead In Nielsen October Report

LUCILLE BALL'S *I Love Lucy* still leads the top 10 television shows, according to a Nielsen report for the two weeks ending Oct. 25. The CBS-TV show led in both number of homes reached and in percentage ratings. The ratings follow:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	12,363
2	Colgate Comedy Hour (NBC)	9,865
3	Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	9,494
4	Texaco Star Theatre (NBC)	8,867
5	Pabst Blue Ribbon Bouts (CBS)	8,850
6	Philco TV Playhouse (NBC)	8,406
7	Gangbusters (NBC)	8,140
8	You Bet Your Life (NBC)	7,897
9	Goodyear TV Playhouse (NBC)	7,896
10	Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	7,558

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	65.3
2	Arthur Godfrey's Scouts (CBS)	56.5
3	Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	54.5
4	Texaco Star Theatre (NBC)	54.5
5	Colgate Comedy Hour (NBC)	53.0
6	Gangbusters (NBC)	49.8
7	Pabst Blue Ribbon Bouts (CBS)	48.4
8	Philco TV Playhouse (NBC)	46.7
9	Goodyear TV Playhouse (NBC)	44.3
10	Life with Luigi (CBS)	43.6

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ARB Nov. Report Topped by 'Lucy'

CBS-TV's *I Love Lucy* topped the first ten TV programs in the November television report compiled by American Research Bureau. The report covered the week of Nov. 8-14. Ratings follow:

	Program	Network	Rating
1	I Love Lucy	(CBS-TV)	70.6
2	Talent Scouts	(CBS-TV)	58.8
3	Texaco Star Theatre	(NBC-TV)	52.2
4	Comedy Hour (B. Hope)	(NBC-TV)	51.5
5	Godfrey & Friends	(CBS-TV)	50.4
6	You Bet Your Life	(NBC-TV)	49.1
7	What's My Line?	(CBS-TV)	44.6
8	Your Show of Shows	(NBC-TV)	44.3
9	Gangbusters	(NBC-TV)	40.4
10	Television Playhouse	(NBC-TV)	40.4

* * *

Big-Screen Set Sales Up in Canada—RTMAC

SALES of large-screen TV receivers in Canada boomed during October, according to the Radio-Television Mfrs. Assn. of Canada, with 23,631 sets worth $10,204,684 sold, of which 12,054 had screens larger than 17 inches.

The October sales shattered the previous September record of 19,-

(Continued on page 72)

Weekly Television Summary— December 1, 1952—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Austin	KTBC-TV	12,200
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807
Binghamton	WNBF-TV	97,000
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	966,000
Buffalo	WBEN-TV	305,102
Charlotte	WBTV	268,203
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,231,854
Cincinnati	WCPO-TV, WKRC-TV, WLWT	383,000
Cleveland	WEWS, WNBK, WXEL	679,012
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	193,130
Davenport	WOC-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	253,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	193,130
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	135,896
Houston	KPRC-TV	201,000
Huntington-Charleston	WSAZ-TV	117,637
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	80,000
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	243,357
Lancaster	*WGAL-TV	172,646
Lansing	WJIM-TV	120,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,422,981
Louisville	WAVE-TV, WHAS-TV	210,000
Lubbock, Tex.	KDUB-TV	7,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	159,453
Miami	WTVJ	155,000
Milwaukee	WTMJ-TV	374,877
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	84,786
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	141,961
Oklahoma City	WKY-TV	170,801
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	237,000
Richmond	WTVR	145,954
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	90,800
San Antonio	KEYL, WOAI-TV	106,507
San Diego	KFMB-TV	153,850
San Francisco	KGO-TV, KPIX, KRON-TV	481,000
Schenectady-Albany-Troy	WRGB	237,400
Seattle	KING-TV	197,300
St. Louis	KSD-TV	451,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	81,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	405,407
Wilmington	WDEL-TV	123,540
	Total Sets in Use:	19,440,427

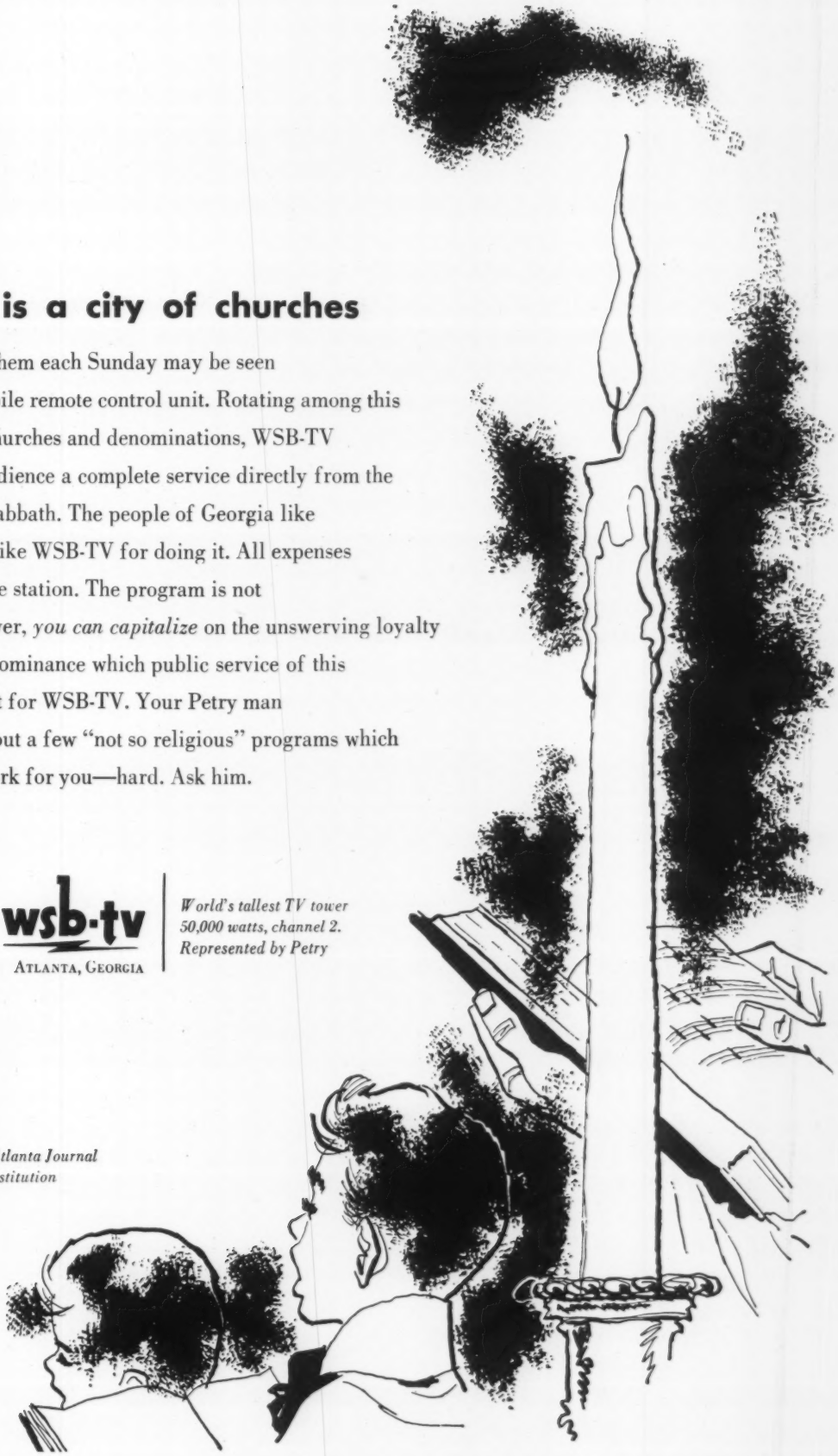
Total Stations on Air 114* **Total Markets on Air 68***

*** Includes XELD-TV Matamoros, Mexico**

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Atlanta is a city of churches

Beside one of them each Sunday may be seen WSB-TV's mobile remote control unit. Rotating among this community's churches and denominations, WSB-TV brings to its audience a complete service directly from the church every Sabbath. The people of Georgia like this. And they like WSB-TV for doing it. All expenses are borne by the station. The program is not for sale. However, *you can capitalize* on the unswerving loyalty and audience dominance which public service of this nature has built for WSB-TV. Your Petry man can tell you about a few "not so religious" programs which are ready to work for you—hard. Ask him.



wsb-tv
ATLANTA, GEORGIA

World's tallest TV tower
50,000 watts, channel 2.
Represented by Petry

Affiliated with The Atlanta Journal and The Atlanta Constitution

G.I. TV

CAN YOU LOOK AFTER OUR INTERESTS IN AMERICA?

We need an organization who can promote our interests in America on an exclusive basis . . . whether it be an agency, syndicate, or TV station, or sponsor direct . . . Please write and give us all the necessary information about your organization and potential.

Listed below are some of our productions

THE BOY AND SIMBA

The adventurous tales of a white boy, lost in the jungle when a baby and brought up by a wild African Tribe. Now in early manhood the boy roams the jungle with Simba, his pet lion: In a series of adventures the Boy and Simba rescue lost hunters, save a white girl from tribal tortures, prevent ritual murder, and have fun with wild game, etc. Each film is a complete story and fills a 15 minute segment. Series is limitless. Present plans call for three films weekly. All the stories are within the realms of reality. The natural show for "Superman" type TV popularity.

AFRICAN VISIT

MR. BACHELOR

MISS SPINSTER

THE HUMAN STORY

TV FILM COMMERCIALS. Write for quotes and unusual ideas in African settings.

WILD LIFE LIBRARY. Progressive telecasters . . . write for quotes to use our extensive library and facilities for special wild life shots to intercut with your own films.

GOODWIN INTERNATIONAL

P. O. BOX 4801

JOHANNESBURG SOUTH AFRICA

Cables: "GOODHOLD"

D. C. EDUCATORS

Appear to Have Ironed Out Bid

FOLLOWING several weeks of controversy concerning the District of Columbia Board of Education's allegedly unexpected application for reserved uhf Ch. 26 in Washington, local educators last week appeared headed for cooperative action in support of the bid, now pending before FCC.

This station, if approved by the Commission, would become the first broadcast station in the U. S. to be directly supported by federal money since the District of Columbia must go to Congress for an appropriation to build and operate the outlet.

A temporary committee composed of representatives of Washington-area educational and cultural institutions met on Monday with public school Superintendent Hobart M. Corning, who asked them to draw up an outline for a community advisory group to consult with the board on program and operation policies for the noncommercial station. Problems include how to apportion time and expenses among the non-public school groups who would wish to produce programs, as well as handling of controversial issues.

Earlier, a dispute arose when the board filed the request with FCC since the school board had been represented on a community-wide committee considering how to make use of Ch. 26, including a possible "joint" bid through a new nonprofit corporation or foundation. Some felt the board had "jumped the gun" and there was talk of filing a competing application. The board, however, explained the community committee was an exploratory group and had bound no participant to await joint action.

District Commissioner Renah F. Camalier, who plans to include in his public school budget request to Congress an item of $400,000 for constructing the Ch. 26 outlet and operating it the first year, told BROADCASTING • TELECASTING he was responsible for the prompt filing of the application before FCC. He said FCC Chairman Paul A. Walker and Comr. Frieda B. Hennock had been extremely helpful in preparation of the application.

District Comr. Camalier acknowledged he did not know Chairman Walker prior to that time, but that he previously had known Comr. Hennock.

Notice was taken at Monday's meeting of possible financial assistance from the Ford Foundation or other similar organizations, Dr. Carl F. Hansen, D. C. public schools assistant superintendent in charge of radio-TV, reported. He said there has been "an opportunity for exchange of ideas" on the subject with the Ford Foundation, but indicated the foundation might be interested in aiding with program materials and funds instead of station construction.

Telestatus

(Continued from page 70)

241 sets. Total sales for the first 10 months of 1952 were 93,840 receivers valued at $42,221,474 of which 67,111 had screens 17 inches or less.

By areas sales for the 10 months show 38,177 sets sold in the Toronto-Hamilton area, 23,406 in Montreal, 15,186 in the Windsor area (opposite Detroit), 11,805 in the Niagara Falls area, and 5,266 elsewhere in Canada. To date 172,278 sets valued at $79,735,499 have been sold in Canada, 67,905 in the Toronto-Hamilton area.

WNBT (TV) RATES

Upped Effective Nov. 15

NBC's WNBT (TV) New York has raised its local rates, with the gross hourly charge for Class A time going from $3,750 to $4,250, at the same time making other adjustments to attract both small-budget advertisers and those with larger budgets wishing to wage saturation campaigns.

The new rate card, No. 11, went into effect Nov. 15, affording customary protection to current advertisers. Authorities said, however, that new discount structures on announcements make it economical for some advertisers to shift immediately to the new card.

Whereas the maximum discount on announcements formerly was 10%, the new card provides discounts as high as 50%. This maximum is allowed when 13 announcements are used each week for 52 weeks. In the case of 13 announcements a week for 13 weeks the discount is 35%; for 26 weeks, 40%, and for 39 weeks, 45%.

Rates for announcements in A and C time are raised; in B and D periods, unchanged.

Discarded is the former practice of setting the rate for 10-second announcements at one-half the rate for 20-second commercials. On the new card, the 10-second rate always is less than 50% of the 20-second charge—slightly less than 50% in the case of AA time and scaling down to 33⅓% of the 20-second rate if D time segments are involved.

Tournament of Roses

F. W. WOOLWORTH Co., N. Y., will sponsor the Tournament of Roses Parade in Pasadena, Calif., on New Year's Day on NBC-TV, 12:30-1:30 p.m. EST, preceding the Rose Bowl game. Agency is Lynn Baker Inc., New York.

XUM

Code Reaction Study Underway

(Continued from page 29)

applied on NARTB to abandon its religious advertising clause. Last June Dr. Theodore Elsner, president of the National Assn. of Evangelicals, appeared before the code group, asking elimination of the sponsorship paragraph on the ground it is discriminatory.

As a result of the religious incident and other developments NARTB is anxious to make its code more responsive to public reaction.

Major Operation

First step will be a major operation on the Seal of Approval given approximately 100 TV stations subscribing to the code. These stations display the code from time to time for viewers but with little response. The new design is expected to feature a mail address and carry language that will induce viewers to write their views to the NARTB code authority. The present seal features the symbol "NARTB" and the words "Seal of Good Practice."

If a revised seal stimulates letter writing, NARTB believes the code's effectiveness will be extended and the language can be changed as public reaction indicates.

Modernizing of the Radio Standards of Practice is underway at NARTB. This document became effective in 1948. Little effort has been made to find out how many radio stations conform to the rigid ethical standards and no one knows how effective they are in lifting the calibre of radio program and advertising standards. An NARTB committee has started rewriting the document.

The Johns Hopkins research project got underway Nov. 22 as the university held a seminar on the campus in Baltimore. Executives of the four TV networks took part, along with officials of the Baltimore Parent-Teachers Assn. and educators. WAAM (TV) Baltimore and the project got underway Nov. 22 as PTA group cooperated with the university.

Delighted Reaction

It was the first step in a serious effort by Johns Hopkins to bring viewers and the industry together. Out of the all-day meeting came the delighted reaction of parents and educators to the discovery that telecasters are eager to get their ideas about programs and commercial continuities.

Lynn Poole, Johns Hopkins public relations director and proprietor of the award-winning DuMont Network program, *Johns Hopkins Science Review*, said the parent-educator views could be summarized thus: "We didn't know you cared."

Morning talks by network officials and educators were followed by a series of afternoon clinics that wound up with a seminar discussion. The discussions were recorded by the university and will be evaluated as a starting point in the audience analysis project.

One thought expressed a number of times by parents dealt with dinner-hour programs for children, leading to suggestion that networks try to bracket a half-hour hiatus around 6 p.m. when the kiddies can be drawn to the dinner table because programming isn't tailored to their likes.

This, of course, was only a minor phase of the discussion, which brought out the problems networks and advertisers face in their effort to turn out balanced programming.

Representing networks at the campus seminar were Charles C. Barry, NBC vice president in charge of radio and TV programming; Hugh M. Beville, NBC director of research and planning; Davidson Taylor, NBC director of public affairs; James L. Caddigan, DuMont TV Network director of programs; Kenneth Carter, general manager of WAAM; William Wood, CBS Washington director of public affairs and special events; Charles Underhill, ABC director of network programs; Arnold Wilkes, WBAL-TV Baltimore.

Lack of Knowledge

Mr. Poole, pointing to the lack of knowledge about public radio and TV dislikes, said schools and colleges teach appreciation of art, literature and music but do little to teach appreciation of the services and products coming out of the commercial world.

Educators willingly offered opinions about the value of radio and TV in enlightening the younger generation. One Baltimore teacher. Mrs. Blanche Rogers, said radio and TV commercial are giving pupils in her marketing classes valuable training in consumer buying. Need was expressed by teachers for more TV programs aimed at the pre-adolescent group (8-11 years).

The results of the first Johns Hopkins experiment will be given to the annual convention of the national parent-teachers group. PTA delegates will hear a report including the belief that individual program views are more valuable than group program criticism.

KTBC-TV ON AIR

Lists Network Programming

KTBC-TV Austin, Tex., went on the air Thanksgiving Day as scheduled [B•T, Nov 24] to bring coverage of the traditional Texas U.-Texas A&M football game to listeners in that area, according to J. C. Kellam, general manager.

Weekly network programming to be offered by the new station, which claims an audience of 12,200 sets, will be 15½ hours NBC-TV, 8½ hours CBS-TV, 1 hour ABC-TV and 1 hour DuMont TV Network. Station is a basic CBS-TV affiliate.

DUMONT

Now

ON

CHANNEL 2

WE will continue to present the finest entertainment from all four networks plus outstanding productions by local sponsors.

AND for the 200,000-odd defense workers and others who finish work around midnight we have the "SWING SHIFT THEATRE" a midnight-to-morn show which has evoked widespread approval.

Pittsburgh's *First* Television Station

DUMONT WDTV Channel 2

Note: As soon as transmitter alterations are completed, early in 1953, WDTV will have six times more power making a Great TV Station GREATER.

HAROLD C. LUND
General Manager

CHAMBER OF COMMERCE
BLDG., PITTSBURGH

The New Grantees' Commencement Target Dates

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 15	NBC, ABC CBS, DuMont	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	.....	.....
KTBC-TV	Austin, Tex.	7	July 11	On Air (Nov. 27)	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont, NBC, ABC	Adam Young
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	July	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	Unknown	NBC	.....
	Signal Hill Telecasting Corp., Belleville, Ill.			Late 1952	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	.....
WONT-TV	Dayton, Ohio Bethlehem, Pa.	22 51	Nov. 26 Oct. 30	July Unknown	....	....
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 1	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
	KRDO-TV Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS	Raymer
WONE-TV	Dayton, Ohio	22	Nov. 26	July	.....	.....
	Prairie Television Inc., Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	On Air (Oct. 2)	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	On Air (July 18)	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....
	Elmira Television, Elmira, N. Y.	24	Nov. 6	March 8	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1943	.....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 15	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1	.....	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
WTAC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	June 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	May 1	.....	Raymer
	Jacob A. Newborn Jr., Gadsden, Ala.	21	Nov. 6	April	.....	.....
	Gu'f Television Co., Galveston, Tex.	11	Nov. 20	March 1	.....	.....
	Rudman Television Co., Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
WSON-TV	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 12	ABC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	On Air (Nov. 16)	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Dec. 25	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WGFG-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
WLOK-TV	Lima, Ohio	73	Nov. 20	Unknown	.....	.....
KFOR-TV	Lincoln, Neb.	10	Oct. 16	Jan. 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	.....	Pearson
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
WKLO-TV	Louisville, Ky.	21	Nov. 26	Unknown	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	March	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	On Air	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massilon, Ohio	23	Sept. 4	April 1	.....	.....
WALA-TV	Mobile, Ala	10	Nov. 26	Dec. 20	.....	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 7	DuMont	Forjoe
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March 1	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 1	.....	.....
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	.....	Bolling
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	Unknown	.....	.....
	Southland Television Inc., Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	.....	Headley-Reed
WIP-TV	Phi'adelphia, Pa.	29	Nov. 26	Unknown	.....	.....
KPTV (TV)	Portland, Ore.	27	July 11	On Air (Sept. 19)	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953	.....	.....
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Unknown	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Dec. 15	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	January	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	On Air Dec. 1	NBC, CBS	Avery-Knodel
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown	.....	.....
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-American
	Santa Barbara Bcstg. & Telecasting Corp., Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	.....	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Dec. 25	.....	.....
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
	Cowles Bcstg. Co., Sioux City, Iowa	9	Nov. 20	Unknown	.....	.....
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Late 1952	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	January	NBC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Dec. 25	CBS, ABC, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Late 1952	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15	.....	Hollingbery
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Unknown	.....	Raymer
	Central Texas Television Co., Waco, Tex.	34	Nov. 13	Unknown	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	55	Oct. 30	March 1	.....	Rambeau
	White Television Co., Wichita Fal's, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
WNOW-TV	York, Pa.	49	July 11	Early 1953	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 1	ABC	Radio Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....

* Educational permittees.

PACKS A WALLOP!
THE
AL MORGAN SHOW
with 2¾ million
sales impressions a week!*

Al's back and still beating the keyboard in the fascinating windmill style that kept his network ratings riding high! And he's back pulling an average of 229,533* viewers a day in WLW-Television's rich 3-city market.

Average weekly rating—Cincinnati—14.3*
Average weekly rating in all 3 cities—11.6*
3 peak week-days, Tues., Wed., Thur.—15.4*
Nearest competition, well established kids' show—6.4*

Competition fades away when Al moves into the spotlight. And there's further proof of the Al Morgan magnetism. Thousands tune in specifically to watch his show.

Average sets in use preceding ¼ hour show—17.3%*
Average sets in use during his show—25%*

Let Al Morgan sing a Song of Sales for you!

The Best Buys to see are on **WLW** {C T D

*ARB (American Research Bureau)

WLW Television

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

Sales offices in CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, and HOLLYWOOD

WNBH-TV TESTS

Plan to Seek FCC Authority

WNBH-TV New Bedford, Mass., uhf Ch. 28 grantee, plans to seek authority from FCC to hold coverage tests in the area to determine the most suitable transmitter site, the station announced last week. Basil Brewer, vice president-treasurer of E. Anthony & Sons, permittee, said the site study is part of WNBH-TV's effort to afford optimum coverage of the market.

A 1 kw RCA transmitter, antenna and pickup equipment have been promised for February delivery, according to Charles J. Lewin, general manager. The coverage tests would be conducted with the use of an existing FM tower, not presently in operation, near Taunton, Mass. The tower and antenna are 500 ft. above ground.

"While testing procedures will have to be conducted at considerable expense," Mr. Brewer said, "it is essential that we produce the best possible signal for the greatest number of television viewers."

Rambeau Appointed

WATR-TV Waterbury, Conn., which is slated to commence operations on uhf Ch. 53 about March 1, has named William G. Rambeau Co. as its national representative. Station is being constructed by WATR Inc., licensee of WATR. Samuel R. Elman is manager.

BAY AREA TV

Transmitter Site Urged

NEW TV applicants are urged by the San Francisco Chamber of Commerce to join with existing stations in the use of two present transmitter locations in the Bay Area as a means of improving public television reception and simplifying receiving antennas.

Concentration of transmitters was recommended by a special chamber subcommittee after it reportedly conferred with the FCC, Civil Aeronautics Administration and KGO-TV, KPIX (TV) and KRON-TV, all San Francisco. The city is not listed among the new TV grants already announced by the FCC.

Transmitters for KGO-TV and KPIX are now located on Mt. Sutro, while KRON-TV maintains its equipment on Mt. San Bruno. These sites, the chamber group noted, "appear relatively equal in coverage" and are "considered the best points in the Bay Area." It said it would work with new channel applicants and existing stations toward that goal.

MET'S 'CARMEN'

TNT to Telecast Dec. 11

COMPLETE production of the Metropolitan Opera's Dec. 11 performance of "Carmen" will be telecast by closed circuit to theatres throughout the nation.

Announcement of the telecast was made jointly by Nathan L. Halpern, president, Theatre Network Television, and Rudolph Bing, general manager, Metropolitan Opera Assn. Net proceeds will go to the association.

Messrs. Halpern and Bing noted that the benefit telecast is being made possible by the cooperation of the performers and the following unions and officials: James C. Petrillo, president, AFM International; Richard F. Walsh, president, International Alliance of Theatrical Stage Employes; Lawrence Tibbett, president, American Guild of Musical Artists; IATSE Local No. 1, and AFM Local No. 802.

Henry Souvaine will serve as producer and Clark Jones as director of the production. DuMont cameras and technical crews will be used.

Service to Austin

TV NETWORK service was extended to Austin Thursday, coincidental with the inaugural of KTBC-TV Austin on that day [B•T, Nov. 24], AT&T has announced. Network service was brought to the Texas city by connecting KTBC-TV to the Dallas-San Antonio radio-relay link of the nationwide TV network hookup, which now serves 111 TV stations in 68 U. S. cities. KTBC-TV is affiliated with ABC-TV, CBS-TV and NBC-TV.

EVERYBODY had a hand in putting KDUB-TV Lubbock, Tex., on the air Nov. 13. Station estimates more than 3,000 people helped pull rope stretching several blocks and attached to huge switch connected to KDUB's DuMont TV transmitter to send Texas' newest TV station into initial operation during ceremonies [B•T, Nov. 17]. Above is part of crowd near the transmitter switch.

FTC DISMISSES

Ekco-Nesco Complaint

A FEDERAL Trade Commission hearing examiner last Thursday ordered dismissal of a complaint charging interlocking directorates at Nesco Inc., Milwaukee, and The Ekco Products Co., Chicago. FTC said reason for the complaint had been eliminated.

Ekco Products has been a substantial user of radio and television time, including network programs. Nesco also has used the broadcast media. The order, an initial decision, becomes final 30 days after it is served unless docketed for review.

David G. Baird and Arthur Keating had served as directors of both firms, thus violating Section 8 of the Clayton Act, according to the original complaint. Since the charge was filed, both have resigned directors' posts.

I'm From Colorado Sprinqs And I Ouqht To Know!

ALEXANDER FILM COMMERCIALS ARE COLORADO SPRINGS' FINEST!

As a matter of fact, there aren't any other film producers in Colorado Springs, so Alexander Film Co. is irrefutably the best in the city.

*"Sufferin' fignewtons!" you say, "I must see that our television director hears of this!"**

*(Please have him note, also, that the Alexander Film Co. offers the advertiser and agency the most complete TV film commercial service in the world! It's a fact! . . . With 17½ acres of modern film production, processing and distributing facilities, Alexander is completely geared to serve the advertiser. . . . And, with more than 30 years of experience and progress in audio-visual advertising, Alexander is the pacemaker in quality, too! . . . That's why more than 400 of the world's major advertisers have selected Alexander for their TV film commercials!)

—Write or Wire Today for Full Details—

ALEXANDER FILM CO.

COLORADO SPRINGS

New York City • Chicago • Detroit • Dallas • San Francisco • Hollywood

CANADA'S TV EDICT

Evokes 'Monopoly' Cry

MAJOR Canadian cities will be restricted to one television outlet, under the change in policy on TV licenses announced Nov. 20 by the Canadian government [B•T, Nov. 24]. In its dictum the government said that the Canadian Broadcasting Corp., may now recommend licenses for privately-owned television stations in areas where the CBC has no present stations or does not contemplate putting up stations. This has ruled out, for the time being at least, more than one station in the major cities where CBC has or will be building stations. At the same time the government has asked Parliament to provide funds for CBC to build stations at Vancouver, Winnipeg, Ottawa and Halifax. Construction is unofficially estimated at about $5,000,000.

Change in government policy was brought about by public pressure and the forthcoming federal elections. The government announcement indirectly paid tribute to this pressure, stating that it was "now prepared to consider applications for licenses for private television broadcasting stations which may be recommended by the CBC to serve areas which could not be served at this time by public stations, with the objective of making television as widely available throughout the country as may be feasible through appropriate cooperation between the CBC and private agencies."

Service Areas Not Defined

There is nothing in the government's statement to say that present AM and FM broadcasting stations will get first chance at TV stations, though some 40 are known to have applications on file with the Department of Transport, licensing body. Nor is there any definition of what will be considered CBC service areas. One of the first tests on this will likely be for the application of CHML Hamilton, the second largest city in Ontario, about 40 miles southwest from Toronto where CBC has its CBLT (TV). When CHML applied for a channel about two years ago, it was turned down on the grounds that the CBC had plans to erect a station there itself, and only one channel was assigned the city under the international agreement with the United States. Since that time two uhf channels have been assigned to Hamilton by international agreement, giving the city ch. 13, 51 and 57.

Ken Soble, owner of CHML, has announced that he will be ready to go on the air with a TV station within four months of a station grant. There are three stations in Hamilton at present, CHML and CKOC on AM and CJSH-FM. Whether CBC will feel that CBLT Toronto, adequately serves Hamilton will be shown in its recommendation of CHML or other Hamilton applicants for a license.

AM operators in major cities across Canada feel government action in not allowing additional stations in these cities is unfair. Foster Hewitt, CKFH Toronto, expressed the sentiment with the statement that "It looks as though they've picked the bone and tossed it to whoever wants to take a gamble. . . . The government has chosen the most lucrative spots, where the TV market is reasonably assured, and thrown open the doubtful areas to private enterprise."

D. Malcolm Neill, CFNB Fredericton, chairman of Canadian Assn. of Broadcasters, pointed out that the new TV policy "is designed only for the convenience of the CBC and has disregarded any consideration for the Canadian taxpayer."

CAB's Statement

A prepared statement of CAB, over the signature of T. J. Allard, general manager, Ottawa, states that "the policy will solidify the CBC's huge commercial monopoly. It shows clearly that CBC is not a purely public service body, and that it pays no more than lip service to the development of Canadian culture and Canadian talent. The announced policy permits CBC to establish by its own choice a monopoly on television in the commercially attractive areas; leaving remote and outlying areas to be served by non-government capital." He added:

Experience in Toronto has shown that CBC's monopoly is driving the majority of Canadian viewers to United States programs. As the CBC's monopoly in other cities sets the same pattern, Canadian TV set owners will be increasingly subjected to U. S. programs and influence, establishing habits that will be difficult to break when and if the CBC ever permits non-government TV in these cities. This policy places staggering power in the hands of the CBC; permitting it not only to maintain its present regulatory powers, but to decide for itself in what areas it will have a complete TV monopoly. This policy will set back by years the provision of TV programs that Canadians will look at; and the general development of the Canadian TV industry.

That the CBC will not permit competition with its present or proposed TV stations indicates the value it places itself on its own programming service and finally defines its real aim of establishing a powerful commercial monopoly in large population centers, backed by tremendous powers of control.

PENNANT STOCK

To Sell $300,000 in Shares

PUBLIC sale of 300,000 shares of $1 capital stock, in the state of California, has been announced by Pennant Television Productions Inc., 1040 N. Las Palmas Ave., Hollywood 38.

Officers of Pennant are listed as E. R. Woodworth, president and director; Herbert W. Dixon Jr., vice president and director; John Shanks, treasurer; Harrison M. Dunham, secretary and director; Jack Murton, director.

The prospectus says the company intends to engage in packaging and production of TV films, with *Date With Destiny* as the initial series. It is to be distributed by Wm. Morris Agency, the prospect explains. The first 75,000 shares are being offered to produce three episodes of the series, it is stated, with the other 225,000 to be used for the 10 remaining episodes. According to the prospectus:

For each share of stock sold to the public, it is proposed that one share of stock be retained by the organizers of the company. These shares will not, however, be entitled to dividends until all other shareholders shall have received dividends equal to 100% of the amount of their investment, nor to participate in any distribution of assets of the corporation until all other shareholders shall have received return of the full amount of the purchase thereof and any unpaid accumulated dividends thereon. The total selling expense of distributing these shares, including all commissions, shall not exceed 20 cents per share or a total of $60,000 for the entire issue of 300,000 shares.

AMONG those at the dedication of the new studio building for WTVJ (TV) Miami [B•T, Nov. 17] were: (l to r) Lee Ruwitch, vice president-general manager, WTVJ; George Frey, NBC vice president in charge of network sales; Col. Mitchell Wolfson, station co-owner, Fritz Snyder, CBS-TV director of station relations, and Robert Wood, CBS station relations department.

Hollywood Lights

BARBARA BRITTON, co-star of CBS-TV's *Mr. & Mrs. North* has been installed as Hollywood's first Honorary Mayor by Lt. Gov. Goodwin Knight. Appointed to the board of honorary commissioners are: Red Skelton, NBC-AM-TV star, fire chief; Hal Peary, of NBC radio's *Great Gildersleeve*, water; Jean Hersholt, of CBS Radio's *Dr. Christian*, health; Jack Benny, CBS-AM-TV star, treasurer; Robert Cummings, of NBC-TV's *My Hero*, airports; Dick Whittinghill, KMPC disc m. c., administration; Richard Denning, co-star, CBS-TV's *Mr. & Mrs. North*, police; and Art Linkletter, CBS-AM-TV performer, public works.

VIDEO FARE

Headley Views Development

TV PROGRAMMING currently is in the "organ music stage" of early radio—and while perfection is still remote, the techniques are being developed. That appraisal was given during an Advertising Club of Minneapolis clinic by Sherman K. Headley, assistant manager of WCCO-TV that city.

Noting that present TV fare is 70% to 80% entertainment, Mr. Headley observed programming cycles through which programming has passed—variety, dramatic quiz show and now situation comedy. He cited similar patterns for commercials, claiming over-elaborate presentations have defeated their objectives and overshadowed sales messages.

Mr. Headley suggested the future of video commercials may lie in a combination of live and film presentations.

WBEN-TV TOWER

Power Increased to 50 Kw

WBEN-TV Buffalo on Nov. 24 began telecasting from its 1,057-foot tower in Colden, 21 airline miles from Buffalo. Top of the antenna on an elevation of 1,642 feet, is 2,699 feet above sea level.

The station reported also that its visual output was increased from 16.2 kw to 50 kw ERP. WBEN-TV's "good" coverage area, formerly covered a population of 974,550 and 2,010 sq. miles, but now covers 10,067 sq. miles with a population of 2,104,000, according to the station.

AMERICAN CANCER SOCIETY has presented a distinguished service crusade award for *See It Now*, CBS-TV Sunday evening program, to Edward R. Murrow and Fred W. Friendly, who conceive and produce the telecasts. Award was made specifically for April 27 coverage of a "Cancer Thanksgiving Party" in Cedar Rapids, celebrating the 70,000 lives saved annually through ACS efforts.

America's

TOP SHOWS

depend on Houston-Fearless Equipment

All-Star Review
JIMMY DURANTE,
rotating star—
NBC Television Network

"In 98% of all U.S. Television Stations"

There are many good reasons why Houston-Fearless television camera pedestals and dollies are standard equipment in a vast majority of television stations. They are skillfully designed to give complete mobility to the camera, engineered to withstand constant usage, and built to give dependable performance at all times.

They embody 26 years of leadership in manufacturing camera and film processing equipment for the motion picture studios of Hollywood and throughout the World. You can rely on Houston-Fearless for quality and dependability.

Write for catalog on television equipment.

The HOUSTON FEARLESS Corporation

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

AT PREMIERE of Reynolds Metals' *Mr. Peepers* on NBC-TV are (l to r) Hal Keith, NBC show dir.; Wayne Grimstead, Russel M. Seeds agency; John Boyle, Reynolds radio-TV dir.; Jim Fritzell and David Swift, show writers.

INSPECTING Eimac Klystron tube, part of 5kw uhf TV transmitter to be installed by WNOW-TV York Pa., with associated DuMont equipment, are (l to r) Lowell Williams, gen. mgr., and Ned Jay, TV coordinator, WNOW-TV, and James B. Tharpe, nat'l sls. mgr., DuMont Labs. Transmitter Div.

AMERICAN Cancer Society's Distinguished Service Crusade award goes to Joyce C. Hall (c), pres., Hallmark Cards, for Hallmark's NBC-TV *Hall of Fame* drama, "Ordeal by White House," on President Cleveland's cancer cure. Presenting award are ACS officials Louis H. Ehrlrich (r) and Ralph Erichsen.

SAMPLING products of sponsor of Madison Square Garden events on WPIX (TV) New York are (l to r) Kevin Kennedy, WPIX cmml. announcer; Thomas P. Hawkes, adv. & sls. prom. mgr., Piel Bros. beer, sponsor; Bud Palmer, sportcaster.

AMONG 300 Chicago agency and client representatives at WNBQ(TV) Chicago open house were John McPartlin (standing), sls. mgr. of the NBC m & o outlet, and Robert Nelson, sls. prom. mgr., Oscar Mayer & Co., who bends to sign guest register.

AT SIGNING for *Little Symphony* series on WGN-TV Chicago are Joseph Shelly (seated), v.p., Chicago Title & Trust Co., sponsor, and (l to r) Joseph Caro, acct. exec., Buchen Co., agency; Cole Keyes, WGN-TV slsman; Fergus Mead, Buchen v.p., and George A. Kupyer, mgr., Chicago Symphony Orchestra.

KRON-TV PUBLIC SERVICE SHOWS

Deal With Daily Problems, Youth Opportunities

KRON-TV San Francisco reports success from its two recently inaugurated half-hour public service programs, *It Happens Everywhere*, a bi-weekly presentation, and *Made in California*, seen every other Sunday.

It Happens Everywhere is presented by the San Francisco Mental Health Society and deals with solutions to routine difficulties in everyday life, including such topics as family disagreements, child discipline, teacher-pupil relationship, and adoption of a baby.

The problem is posed via a dramatic sketch by members of Theatre San Francisco, under Monty Ash, that group's managing director, with scripts written by Maury Hamilton. After the dramatic segment each program's problem is discussed by a panel of experts, with Dr. Alfred J. Azevedo, registrar of Benjamin Franklin Adult School, San Francisco, as moderator. Panelists include experts in psychology and psychiatry, SFMHS members, juvenile court members and others. Vern Louden of KRON-TV directs the program.

Made in California, which first went on the air last Aug. 17, deals with career opportunities for youth in California industries. A film is made in which three to five young people take a field tour of an industry in which they are particularly interested, exploring its major operations. The first part of the program features the film of 5 to 10 minutes. Then the same young people question a panel of experts from the particular industry being studied, with Paul Speegle as moderator.

The program has featured: California Redwood Assn. (forestry); Pacific Telephone & Telegraph Co. (telephone industry); Canners League of California (fruit and vegetable canning); Cutter Labs. of Berkeley (pharmaceutical and biological manufacturing); Oil Industry Information Committee (oil); Pacific Gas & Electric Co. (utilities); and the airline industry. A special program by the local Employ the Physically Handicapped Committee is planned in early December.

GERMAN TV LINK

Now in Operation

WHAT is claimed to be the longest wireless television relay leg in the world went into operation in October in Germany. Signals reach from a relay tower in Berlin's Nikolassee district 80 miles where they are picked up by a tower in Hoehbeck in West German territory and relayed to the Hamburg TV transmitter of NWDR (North West German Radio network) in the British zone.

Inaugurated Oct. 20, the relay link cuts through the Soviet Zone and by next year is expected to operate in the opposite direction also, from Hamburg to Berlin, making possible TV program exchange between the two cities. Later exchange with Munich and Frankfurt is expected. The TV image was reported clear and free of defects except for slight technical deficiencies to be eliminated during experimental telecasts three times weekly [B•T, Nov. 10].

Chirurg Clinics

BOSTON office of the James Thomas Chirurg Co. has renewed its annual staff creative clinics, a weekly refresher course designed to enhance the agency's skills in view of new developments in the advertising field. The clinics are being conducted under the direction of Gilbert Williams, copy chief of the Boston office. Included among courses of study are "Consideration of Current TV Commercial Techniques."

'SIZZLE' FILM

DuMont Prods Retail Sales

TO ENCOURAGE selling at the retail level, *Selling the Sizzle*, a 30-minute color film on sales produced for the receiver division, Allen B. DuMont Labs., was shown for the first time at the Nov. 18 luncheon meeting of the Sales Executive Club of New York.

Film star Elmer Wheeler, currently engaged in DuMont's nationwide sales information program, and will be available to DuMont distributors for dealer showings and to other sales groups. Excerpts were shown on WABD New York Tuesday night on *The Week in Review* program. Both Mr. Wheeler and Dan D. Halpin, general sales manager of DuMont's receiver division, appeared on the program.

Wakefield-Bunker

MRS. RAY C. WAKEFIELD, of San Francisco, widow of the late FCC Commissioner, and Harry S. Bunker, Colorado Springs, general manager of Speidel Newspapers Inc., were wed Nov. 23 in Menlo Park, Calif., it was reported last week. The couple left immediately for Honolulu. Upon return, they will make their home in Colorado Springs.

KTTV (TV) Hollywood's *Children's Hour*, new weekly half-hour talent program sponsored by Authorized Guild Schools, Los Angeles, features children 3-16 years old, who are in training at professional schools in city's area.

film report

Sales . . .

United Television Programs, Chicago and New York, has sold its 15-minute series, *Double Play*, to the **Lloyd Candy Co.**, Denver, for showing over **KFEL-TV**, and the *All-American Barn Dance* to **Ted Levy Adv.**, Denver. Both sales were on 26 weeks.

* * *

Filmcraft Productions, Hollywood, has completed special five-minute commercial TV film, featuring **Louella Parsons**, for **Colgate-Palmolive-Peet Co.**, Jersey City. Agency is **Sherman & Marquette Inc.**, New York.

Production . . .

Ziv TV Programs Inc., Hollywood, is completing shooting on "The Gold Bug," half-hour TV film to be included in *My Favorite Story* series. Adapted from the **Edgar Allan Poe** short story, the film features **Noreen Nash**, **Neville Brand** and **Lloyd Corrigan.**

* * *

Reid Ray Television Productions, Minneapolis, is in preparation on four half-hour TV film series. *A Sporting Chance*, starring **Richard Erdman**, is being filmed in Minneapolis and Chicago. One production company is on tour with **Royal American Show**, shooting carnival and state fair backgrounds for *King Carnival*, and another company is in Pensacola, Fla., shooting a naval training film in addition to background footage for an untitled upcoming series. Plans are under way in Hollywood for a feminine panel show, *Are Men Necessary?*

* * *

Murphy-Thomas Productions Inc., Hollywood, goes into production Dec. 8 on *This is Charles Laughton*, a quarter-hour TV film series for **Duffy-Mott Co.**, New York (Mott's Products and Sunsweet Prune Juice). Pre-sold in 22 markets, the series features readings from the Bible, Thomas Wolfe, Shakespeare and others. Agency is **Young & Rubicam Inc.**, Hollywood.

* * *

Camera work has been completed on the *Mr. Lincoln* TV series of five documentary dramas prepared for the Ford Foundation's *Omnibus* on CBS-TV (Sun., 4:30-6 p.m. EST), according to producer **Richard de Rochement**, president of **Vavin Inc.**, New York. The first was shown Nov. 16 and others are in the editing stage, he said.

* * *

Al Simons Productions, Hollywood, producer of NBC-TV *I Married Joan*, is filming a series of shorts for U. S. Treasury Dept. to encourage government bond sales. **Lionel Barrymore** narrates first film.

* * *

Romer Grey Productions, Altadena, Calif., is completing filming on "Light of the Western Stars," half-hour program to be included in *Zane Grey Sports Trail* TV series. The film is being shot on location in Indio, Calif., and Zane Grey Ranch, Payson, Ariz.

* * *

Abner J. Greshler Productions Inc., Hollywood, has completed second half-hour film in *Peck's Bad Boy* TV series.

* * *

NFP Inc., Hollywood, is producing a 20-second live action TV film commercial for **Drackett Co.**, Cincinnati (Windex). Agency is **Young & Rubicam Inc.**

Distribution . . .

Helen Ainsworth Corp., Beverly Hills, has named sales representatives in seven cities to handle distribution in 59 markets of firm's video and theatrical film acquisitions, according to **Sam Nathanson**, vice-president. Distributors include: **Affiliated Artists**, New York; **Albert Dezel**, Detroit; **R. F. Pinson**, Charlotte, N. C.; **W. M. Richardson**, Atlanta; **Harry Gaffney**, Kansas City; **O. K. Bourgeois** and **John Jenkins**, Dallas, and **Bernard Rubin**, Cleveland. The Ainsworth firm will handle Western distribution. Now being released are two quarter-hour TV film series, *Hollywood Newsreel* and *Adventures of Patches.*

Availabilities . . .

The Princeton Film Center Inc., Princeton, N. J., has announced the release of a series of filmed Christmas carol vignettes featuring the **Columbus Boy Choir.** Musical direction is under the guidance of **Herbert Huffman**, director of the Columbus Boy Choir of Princeton, N. J.

* * *

National Cotton Council is offering stations the loan of a 12½-minute film titled "One-Third of Your Life," which gives hints on how to wash and iron bed sheets and how to make a bed properly. Prints are available from National Cotton Council, 271 Church St., New York 13.

Random Shots . . .

Central Illinois Telefilms, wholly-owned subsidiary of **Mace Adv. Agency**, Peoria, Ill., went into TV film production last week. The 39-year-old agency is one of the few in the Midwest to organize a sep-

(Continued on page 80)

...A *solution* TO YOUR CHICAGO SALES PROBLEMS

DURING 1952, more local retail and national spot advertisers sponsored *programs* on WGN-TV than on any other TV station in Chicago.

These advertisers are selling a great, receptive and active buying audience.

If you are seeking sales in the Chicago market (and who isn't) WGN-TV is your answer.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

Film Report

(Continued from page 79)

arate film service for its own clients as well as for outside accounts and agencies. **J. J. Keith** is general manager of Mace Adv., and **Robert D. Stamm** is technical director for CIT.

* * *

Scott Associates Inc., Kansas City, is making final preparations for the audition filming of a new TV adventure series. Film stories are being written by **Lynn Rowan.** Camera work will be handled by **Hal Parker Studios** and sound by **Damon Studios.** According to **Peter T. Scott,** president of SAI, production plans indicate a minimum number of key professional actors will be featured, with "natives" making up a large part of the cast.

* * *

Broadcasting & Film Commission of the National Council of the Churches of Christ in the U. S. A. television film series, *What's Your Trouble?*, will be presented on **WFIL-TV** Philadelphia in cooperation with the Philadelphia Council of Churches.

Film People . . .

Haan J. Tyler was appointed West Coast sales director of **Guild Films Inc.**, with headquarters in Hollywood, **Reub Kaufman,** president of the distribution firm, announced last week. Mr. Tyler has been a consultant in Hollywood, and formerly was general manager of KFI-TV Los Angeles. Prior to joining KFI-AM in 1943, he was commercial manager of KSFO San Francisco.

Mr. Tyler

* * *

Broderick Crawford, 1949 Academy Award winner, has been signed by **Don Sharpe Enterprises,** Culver City, to serve as producer-star of "Knockout," half-hour TV film to be included in CBS-TV *Singer Four Star Playhouse.* **Blake Edwards** will direct from a script co-written with **Robert Wells. Singer Sewing Machine Co.** sponsors.

* * *

Jack Voglin, motion picture-TV film producer and president of **Voglin Corp.,** Hollywood, to **Young & Rubicam Inc.,** that city, on a special filming assignment. He will serve in an advisory capacity on CBS-TV *Singer Four Star Playhouse, Our Miss Brooks,* NBC-TV *I Married Joan, Life of Riley* and the upcoming *This Is Charles Laughton* film series.

* * *

Al Gannaway, star of *Small World,* half-hour TV series now being filmed by **Filmcraft Productions,** Hollywood, has joined the firm as director of programming. Prior to producing *The Big Picture* TV series for the Army while on active military duty, Mr. Gannaway was a New York producer-packager.

* * *

Bradford Cross has joined the **Princeton Film Center Inc.,** Princeton, N. J. He was formerly with Gray & Rogers, Philadelphia advertising agency.

* * *

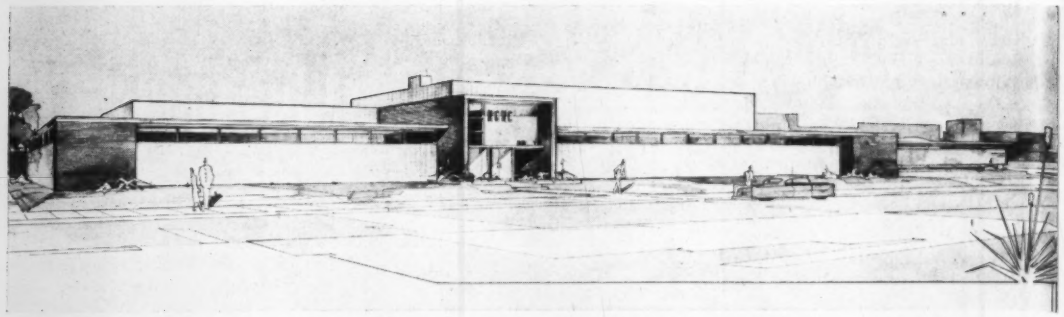
Harry McMahan, president of **Five Star Productions,** Hollywood, in New York for conferences with advertising agency executives on plan for pre-testing TV film commercials.

* * *

Edward Lewis, executive producer, and **Anthony Z. Landi,** co-producer, of **Authors & Players Co.,** Hollywood, in England to hire talent for TV film series for March production.

* * *

Robert Finkel, director, **Revue Productions,** North Hollywood, father of girl, Nov. 12.



ARTIST'S sketch of proposed studio building for KGNC and KGNC-TV for which Ch. 4 was granted Oct. 9. KGNC-Amarillo, Tex., which is celebrating its 30th anniversary, TV has set next March-April as target date to begin.

NBC-TV SIGNS FOUR
Total Now 77 Outlets

SIGNING of four new television stations as NBC affiliates, bringing the network's TV total to 77, was announced last week by Station Relations Vice President Harry Bannister. Of the 77, 66 were on the air and the 11 others were scheduled to commence operations within the next few months.

The four new ones: KTBC-TV Austin and WFPG-TV Atlantic City [B•T, Nov. 24]; KTSM-TV El Paso, and KGMB-TV Honolulu.

KTSM-TV, owned by Tri-State Broadcasting Co. (KTSM) with Karl O. Wyler as manager, is scheduled to go on the air on Ch. 9 today (Mon.). This also was the target date for commencement of operations by KGMB-TV, which is owned by Hawaiian Broadcasting System (KGMB) and will operate on Ch. 9.

KTBC-TV, owned by Texas Broadcasting Corp. (KTBC) under the managership of Jesse C. Kellam, was slated to begin operations last Thursday, four days ahead of its original schedule. It is on Ch. 7. WFPG-TV, owned by Neptune Broadcasting Corp. (WFPG) with Fred Weber as president, is to go on the air on Ch. 46 on Dec. 20. KTBC-TV and WFPG-TV are members of NBC's live (interconnected) network, which now numbers 64 stations.

MILTON'S STAR
Begins to Shine in Educational TV

THE NAME of Milton S. Eisenhower cropped up again last week in connection with educational television.

Dr. Eisenhower, along with Marion B. Folsom, Eastman Kodak Co., announced formation of a National Citizens Committee for Educational Television. They will serve as co-chairmen.

This development followed closely the appointment of Dr. Eisenhower, president of Pennsylvania State College, to a 20-man statewide committee. This group will map plans for construction of four educational TV stations in that state [B•T, Nov. 24].

Formation of the citizens unit in Washington, D. C., announced last Monday, presumably foreshadows the important role Dr. Eisenhower is expected to play in the continuing educational, non-commercial video fight at government and local levels.

It also presages a more active campaign by educators to interest business, civic and other organizations in the development of the 242 educational TV channel reservations set aside by the FCC. By far the majority has been lying fallow for lack of funds.

June Deadline Noted

Deadline on the reservations is June 2, 1953, but the Commission has been urged by some groups to extend it beyond that date.

With Dr. Eisenhower serving as co-chairman of the citizens' group and on the membership of the Pennsylvania committee, educators are marshalling their efforts to win a receptive ear when the new Eisenhower Administration takes office Jan. 20. Appointment of Dr. Eisenhower to a policy post in government would enhance their opportunities.

Educators' efforts on TV have received the blessing and support of President Truman in the past. This was based on the initiative taken by FCC Chairman Paul A. Walker and Comr. Frieda Hennock.

Another member of the Pennsylvania committee is Harold Stassen, president of the U. of Pennsylvania, who becomes Director of Mutual Security next year.

Mr. Folsom, treasurer at Eastman Kodak Co., is chairman of the Committee for Economic Development, a non-profit, advisory organization which comments periodically on the nation's fiscal and security trends.

Activity of the National Citizens Committee for Educational Television apparently will assume major status, since it will work closely with the Joint Committee on Educational Television, a leading exponent of TV in education.

What precise pattern this participation would take was not known last week. But Messrs. Eisenhower and Folsom said that JCET will furnish "legal and engineering" aid to those seeking educational TV licenses—a practice it already has been following.

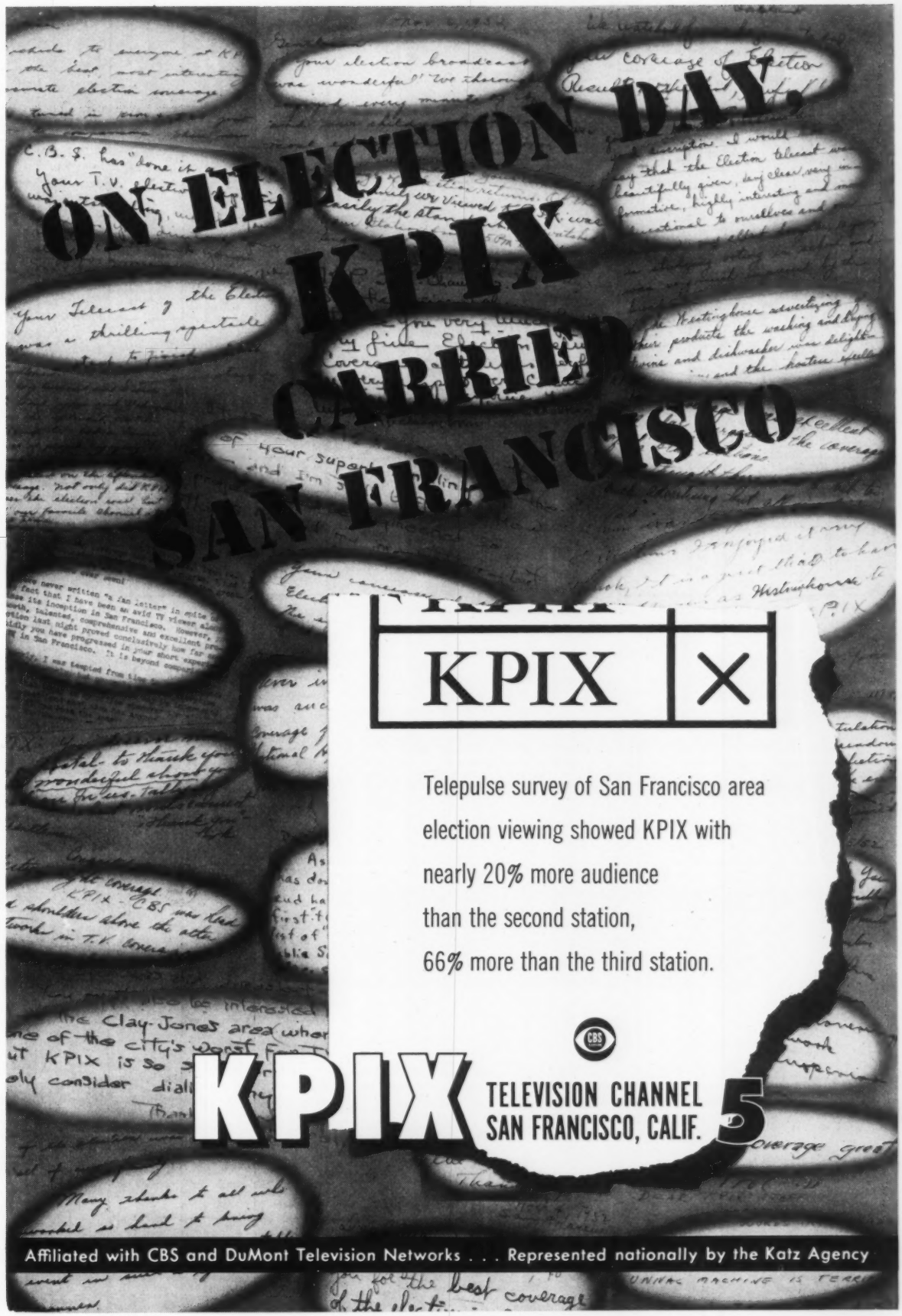
Robert R. Mullen, former public information director for the Economic Cooperation Administration (now MSA), has been named executive director of the citizens' group, which will headquarter in Room 602 of the Ring Bldg., Washington, D. C.

Mr. Mullen said its purpose generally will be to make contacts in communities where educational TV is lacking—either for lack of funds or local interest—in an attempt to put the medium across. This could take the form of encouraging firms to donate sums of money or civic leaders to rally behind the movement by helping to organize local citizens' groups.

Dr. Eisenhower is chairman of the executive committee, and former president, of the Assn. of Land-Grant Colleges & Universities, which also is interested in educational television.

Coast Guard Film

U. S. COAST Guard announced last week it has released a new 16mm film, *Artificial Respiration,* for public service use on television. Copies of the 10⅔ minutes film may be obtained at Coast Guard headquarters, Washington 25, D. C., or at USCG District Office.


ON ELECTION DAY,
KPIX
CARRIED
SAN FRANCISCO
KPIX
Telepulse survey of San Francisco area
election viewing showed KPIX with
nearly 20% more audience
than the second station,
66% more than the third station.
KPIX
TELEVISION CHANNEL
SAN FRANCISCO, CALIF.
5
Affiliated with CBS and DuMont Television Networks . . . Represented nationally by the Katz Agency

COMPARATIVE NETWORK SHOWSHEET

EVE

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Strength For A Free World* F	*Man of the Week* L	*New York Times Youth Forum*	Revere Meet the Press L
6:15	Vitamin Corp. Billy Daniels Show L	Alcoa See It Now L		Gen Foods Roy Rogers F
6:30	Gruen W. Winchell L			
6:45	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:00				
7:15				
7:30	*Enterprise USA* F	American Tobacco This Is Show Business L		Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*Playhouse One* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*This Is The Life* F	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	A. Murray Dance Studios Arthur Murray Show	P&G The Doctor F
10:15	*Films of Interest* F			
10:30	*Anywhere, U.S.A.* F	Jules Monteuier What's My Line L	Young People's Church of the Air *Youth On The March*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Inspector Mark Saber Homicide Squad F	Lever Lux Video Theatre L	TBA	Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*The Hot Seat* L	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	*ABC All-Star News* L&F	Philip Morris I Love Lucy F	*Guide Right*	Pearson Pharm. Hollywood Opening Night L
9:15				
9:30		Gen. Foods Instant Maxwell Coffee L Gaines Dog Food, Life with Luigi	*Football Sidelines with Wismer* Adams Hat Stores Inc. Famous Fights	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One L	Co-op Boxing from Eastern Parkway	Co-op Who Said That L
10:15				
10:30		Longines Chrono-scope	Bayuk Ringside Interviews	
10:45				
11:00				
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			Capt. Video	
7:00				
7:15				Pepsi-Cola Short Stories F
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		Lever Pepsodent 7:45-8 p. m. Shadow Wave Heaven For Betsy		Camel News Caravan L
8:00			Admiral Corp Life Is Worth Living	
8:15		(8-8:30) *Leave It to Larry* S		Texas Co. Milton Berle L
8:30		*The Red Button Show* S	Curtis Publishing Co. Keep Posted	
8:45		Schick Crime Syndicated (alt.) L Carter Prod. City Hospt'l.		
9:00			Wine Corp. of America Where Was I?	P&G Fireside Theatre F
9:15		Electric Auto-Lite Suspense L		
9:30			*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45		Block Drug Danger L		
10:00			*Meet the Boss*	P Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			P. Lorillard Embassy Club L
10:45				
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	TBA	GM-Oldsmobile News
7:45		Chesterfield Perry Como
8:00		Pillsbury Toni (alt.) Godfrey & His Friends L
8:15	*ABC All-Star News* L&F	
8:30		Liggett & Myers Godfrey & His Friends L
8:45		
9:00	TBA	Colgate Strike It Rich L
9:15		
9:30		R. J. Reynolds Man Against Crime
9:45		
10:00		Pabst Sales Co. Blue Ribbon Bouts L
10:15		
10:30	*Wrestling From Rainbo* L (9:30 to Midnite)	General Cigar Sports Spot
10:45		Longines Chrono-scope
11:00		
11:15 PM		

DAY

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	Kid's Kapers F	*In The Park*		
12:15 PM	Sweets Co. Tootsie Hippodrome L	Lionel Corp All Aboard L		
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L		*The Nature of Things* L
12:45				
1:00				*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
10:00		Arthur Godfrey 10-11 a.m. (See Footnote)		*Mrs. USA* F
10:15				
10:30		*Wheel of Fortune* F. Only 10-11 a.m. S		*Campaign Call* L
10:45				
11:00		*There's One In Every Family*		
11:15				*United Nations* L
11:30		C-P-P (MWF) Strike It Rich L		
11:45				
12:00 N		Gen. Mills Bride & Gr'm L	*Take the Break with Don Russell*	
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow	*B'way. Mat. Colby*	
12:45			*Noontime News with Bill O'Toole*	
1:00			*Ladies Date with Bruce Mayer*	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45	*Scouting In Action* F			
11:00	Ralston-Purina *Space Patrol* F		Florida Citrus Corp. Happy's Party	
11:15				
11:30	Derby Foods Sky King Amend Co. Hail The Champ (alt. wks.)	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45				
12:00 N	Fleers Pud's Prize Party L			
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00				
1:15				

	ABC
1:30 PM	
1:45	
2:00	Standard Oil Pro. Football L
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	Kellogg Co. Super Circus (5-5:30) L
5:30	Mars Candy Co. (5:30-6)
5:45 PM	

XUM

TUESDAY DuMONT	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY DuMONT	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY DuMONT	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC	
														6:00 PM
										Seminar L	Simmon Co. Jergens (alt.) It's News To Me			6:15
General Foods Capt. Video				Capt. Video				General Foods Capt. Video	Gen. Cigar Co. Herman Hickman					6:30
			Amer. Cig. & Cig. Co. News		Pepsi-Cola Short Stories L				No Network Service	Sweets Co. Whiteman TV Teen Club L	*Stork Club*		*Mr. Wizard*	6:45
	P&G Those Two L	General Mills Lone Ranger F	Lever Pepsodent 7:45-8 p.m. Shadow Wave, Heaven For Betsy		Chevrolet Dinah Shore L	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L					7:00
	Camel News Caravan L				Camel News Caravan L		Chesterfield Perry Como		Camel News Caravan L	Lorillard Live Like A Millionaire L	Sylvania Beat The Clock L	*Pet Shop*	Dunhill My Hero F	7:15
	GE I Married Joan F	*ABC All-Star News Perspective* L&F	Carnation Burns Allen (alt.) L Goodrich		DeSoto-Plymouth Groucho Marx F	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L	Swank, Seve Randall Film Series Starring Melvyn Douglas alt. with Rebound (Packard) Dec. 5, 20	RCA Dennis Day L					7:30
	**	Lorillard Chance of a Lifetime L	Blatz Amos 'n' Andy (alt.) Singer Swng. 4 Star Plhs.	Tidewater Associated Oil Broadway to Hollywood	Borden Treasury Men In Action L	*ABC All-Star News* L&F	R. J. Reynolds My Friend Irma		Gulf Oil Gulf Playhouse L				Del Monte Pet Milk Kellogg All Star Revue L	7:45
Stage A Number with Bill Wendell	Krafts Foods Television Theatre L	Perspective L	American Tobacco Co. Biff Baker, U.S.A.	*Thrash? or Treasure!*	Fatima Dragnet F (alt. wks.) Chesterfield Gangbusters F	"	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L	*Feature Playhouse* F	USA Canteen S			8:00
		Film	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F	Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L		Meet Mollie S	Co-op Wrestling from Chicago Jack Brickhouse	Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L	8:15
	Hazel Bishop This Is Your Life L	Co-op Pro-Football F	Philip Morris Racket Squad F	*Author Meets the Critics*	U.S Tobacco Martin Kane		Colgate Mr. & Mrs. North	Luden's Twenty Questions	Gillette Cavalcade of Sports L		Sealy Mattress Co. (alt. wks.) Balance Budget			8:30
			Carter Toni (alt.) I've Got A Secret L		Ethyl Corp. Ask Me Another L		Longines Chronoscope	Carter Products & Toni Co. (Alternate Wks.) Down You Go	Chesebrough Greatest Fights F				American Tobacco Your Hit Parade L	8:45
												Boyle-Midway Sports Showcase		9:00
														9:15
														9:30
														9:45
														10:00
														10:15
														10:30
														10:45
														11:00
														11:15 PM

TIME

SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC
		Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)						
		American Inventory L		Campbell Soup Double or Nothing M-W-F						
		Bohn Alum. American Forum L		P&G Guiding Light L						
				Art Linkletter's House Party (See Footnote)		The Big Payoff CPP (M-W-F)				
Lamp Unto My Feet S	Miller Brewing Co Atlantic Refining Co — Pro Football			*Mike & Buff* S	*Paul Dixon Show*	P&G Welcome Travelers L				
What in the World S		*Juvenile Jury* L								
Quiz Kids		RCA (alt. wks.) Kukla, Fran, Ollie L				Kate Smith L *				
		Hallmark Hall of Fame L		Amer. Oil Co. Years of Crises 1/1/53 only (4:30-5:30)						
Willys-Overland Ford Foundation Omnibus	*The Week In Religion*	Quaker Oats Zoo Parade L		Longines Wittnaur Christmas Festival 12/25 only (5-6 p.m.)		Lever Hwkns. Falls L				
		Derby Foods (alt. wks.) Sky King F				Gabby Hayes** Mars, C-P-P Welch. Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy.				

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic, Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:15-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Frii Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—10:15—Mon.-Th.,—Star-Kist Tuna & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Frigidaire & Owens-Corning, Alt. Days.

10:30-45, M-Th.—Lever.

10:45-11, M-Th.—Pillsbury.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:45-2 p.m. Tues.—Pillsbury; Wed., Best Foods; Thurs., Stokely-Gary Moore.

2-2:30 p.m., Tu. & Th., Every Where I Go, sustaining.

2:45-3 p.m., Fri.—Green Giant Co.; 2:45-3 p.m., M-Th—Pillsbury; 3-3:15 p.m., M-W-Th—Lever Bros.; 3-3:15 p.m., Tu-Fri—Kellogg; 2:45-3:15 p.m.—House Party.

1:45 to concl. Thurs. 1/1/53 only—Gillette Safety Razor Co.-"1953 Orange Bowl Game."

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

December 1, 1952

Our Respects To

(Continued from page 50)

Honorary Fellow of Trinity College, London, where he served as educational director of Aeolian Hall. In this capacity, he presented several programs on BBC.

In 1928, he returned to New York, where he served as educational director of Aeolian Hall. That same year, Dr. Dunham began the music department in the Fordham U. School of Education.

In 1929, he instituted the *Aeolian Hour*, reportedly the first sponsored program of symphonic music on NBC.

The following year, in response to repeated bidding from the late George McClellan, then vice president in charge of NBC programs, Dr. Dunham went to NBC as educational director, a post he held until 1941.

In his new post, he was instrumental in presenting such programs as the *Damrosch Hour, Town Meeting of the Air, Our American Schools, On Your Job, Art for Your Sake, Information Please* and the *Chicago Round Table.*

It is characteristic of Dr. Dunham that he was never satisfied with holding only one job. And the second job usually involved teaching. At various times during his tenure as NBC educational director, he served on the faculty of Harvard U. (summer, 1937) and Columbia U. (1939).

From 1941-1943, he was executive director, National Catholic Community Service Board of Directors—USO.

World War I Service

During World War I, Dr. Dunham had enlisted as a private and risen through the ranks to become a first lieutenant. In 1943, he again answered a call to duty and served as a special consultant for radio services to the Secretary of War.

He established The Star-Spangled Network, the GI radio system in which qualified men in the service were encouraged to develop their own radio programs.

In 1945, he was named chief of radio, U. S. Office of Education. That same year, he became executive secretary, House and Senate Committee, Interparliamentary Union. Since that time, he has received special assignments to Interparliamentary Union Conferences in Cairo, Rome, Stockholm, Istanbul and only several weeks ago he returned from Bern.

Honorary degrees he has received include a Doctor of Music, New York College of Music; Doctor of Letters, Bonaventure U., and Doctor of Humane Letters, St. Michael's College.

Awards include the 1951 Award, Radio-Television, National School Broadcast Conference; Pontifical Medal, Pope Pius XII; the A. Abbott Lowell Medal of Harvard U., and the Alumni Distinguished Service Medal of Columbia U.

Clubs and fraternities include Author's (London), Beethoven (Bonn), Conservatoire National (Paris), Cliff Dweller's (Chicago), Columbia U. (New York), Cosmos (Washington), Pi Delta Epsilon, national college journalism fraternity; Phi Mu Alpha, national music fraternity; Alpha Epsilon Rho, national radio-television fraternity, and the Knights of Columbus.

Assigment to Brazil

In 1951, he received a special assignment from the Dept. of State to serve as consultant at the Inter-American Broadcasting Conference, Sao Paulo, Brazil.

Dr. Dunham, in his present position, aids the development of radio and video activities of schools throughout the nation. When he took over his current post, seven years ago, there was only one educational FM station, that being WBOE (FM) Cleveland. Incidentally, Dr. Dunham had a hand in the establishment of that station. Today there are 104 FM educational stations and 30 AM stations operated by schools or colleges. He may truly be referred to as "the father" of educational FM development.

He thinks that there are educational functions both for the strictly educational television station and for the commercial station (he prefers the word, "standard," to commercial).

Dr. Dunham counsels broadcasting executives not to discard too quickly the older radio men (with the wealth of their experience) in favor of the "bright young men" in filling television posts.

With his wife, the former Mary Elizabeth Burke, whom he married Oct. 15, 1921, Dr. Dunham lives in Arlington, Va., across the Potomac River from Washington. There are three children, Alvin, Franklin and Mary Gertrude.

As for hobbies, Dr. Dunham has just given up golf and now spends leisure hours with books and music. His favorite composer is the late George Gershwin.

Still not satisfied with only one job, Dr. Dunham early in October began teaching a course at Washington's American U., entitled "Radio and Television in Education."

Product Test

KLAC-TV Hollywood is experimenting with super-imposing its clients' products into motion pictures to augment sponsor identification. Plans call for the insertion of products, such as cigarettes, canned products, etc. into filmed scenes that would not interfere with the plot progression. Idea is expected to be worked out by early next year.

PEABODY AWARDS

Entries Being Accepted

ENTRIES for the 13th annual George Foster Peabody Radio & Television Awards are now being requested by the U. of Georgia's Henry W. Grady School of Journalism, Athens, Ga.

Closing acceptance date is Jan. 14. All awards will be made for work done during 1952, Dean John E. Drewry specified.

Award winners will be announced in the spring at a luncheon meeting of the Radio & Television Executives Assn. of New York.

Eight awards will be made for outstanding work in radio and four will be made for television. Radio awards are made for outstanding public service by a regional station, public service by a local station, reporting and interpretation of news, drama, music, education, children's programs and promotion of international understanding. Television awards will be made for outstanding work in education, entertainment, news and children's programs.

PATENT AGREEMENT

By IT&T Affects Tarzian

A PATENT license agreement granting Sarkes Tarzian Inc., Bloomington, Ind., the right to manufacture selenium rectifier stacks in accordance with patents owned or controlled by IT&T was announced last week. IT&T said the agreement terminates litigation in which International Standard Electric Corp. and Federal Telephone & Radio Corp., associates of IT&T, charged the Tarzian firm with patent infringement and unfair trade practices.

IT&T said it originated the miniature selenium rectifier and had supplied more than 30 million of these stacks for radio, TV, and other uses, and that Tarzian also had become an important manufacturer in this field as well as one of the largest producers of switch type television tuners. Tarzian owns and operates WTTV (TV) Bloomington.

NBC-SHERWOOD

Five Year Pact Signed

SIGNING of playwright Robert E. Sherwood to a contract by NBC calling for nine original one-hour plays within a five-year period was announced last week by NBC President Joseph H. McConnell. Minimum guarantee for the assignment, exclusive of subsequent royalties, is said to run into six figures.

The pact between NBC and Mr. Sherwood, who has won the Pulitzer Prize for drama three times and for biography once, will become effective Jan. 1. Under the terms the network maintains rights to the plays for exclusive use on radio and TV for five years, with an option to continue the rights for five more years.

Mr. Sherwood will write and NBC will produce an average of one manuscript every four months. NBC noted the agreement grants Mr. Sherwood complete freedom and independence in selecting subject matter and its treatment.

"It is a significant milestone in the progress of television," Mr. McConnell stated, "when a man of Mr. Sherwood's stature in the theatre and in contemporary writing brings his talents to us. This is another of NBC's steps for continually elevating the quality of American radio and television. It is my hope this will have a constructive influence in attracting other prominent authors to these fields."

AT&T LONG LINES

Eastern Dept. Plans Move

EASTERN AREA Long Lines Dept. of American Telephone & Telegraph Co. will move its headquarters from 100 William St., New York 38, to 400 Hamilton Ave., White Plains, N. Y., on completion of a major structure in 1954, Carl E. Wideberg, Eastern Area general manager, reported last week. Ground-breaking ceremonies are scheduled for Dec. 10 and the construction contract will be awarded shortly.

Construction of a 200-foot temporary tower to test transmission of microwave signals between White Plains and other points on Long Lines' radio-relay networks was started last Monday.

Engineers estimate that office space in the new six-story structure will be ready for occupancy by early 1954, with complex switching equipment expected to be in operation by the end of that year.

PREPARE NOW FOR JOBS IN
TELEVISION—FILMS

One of America's top film schools offers short study courses. Fully equipped shooting stage. Eves. Easy terms. Write or phone Dep't. "B". Also courses for Amateur Movie Makers.

STerling 3-9444
29 Flatbush Av., B'klyn 17, N. Y.

CONTEST promotion to back its early morning cross-the-board programs has been launched by WCAU Philadelphia. Top prize is a trip to the coronation of Queen Elizabeth this coming June along with a side trip to Paris. Contestants are being asked to write "What I like about radio" in 25 words or less. Included in each reply must be three coronation clue words. The words are broadcast over WCAU every half hour in the early morning period from 6 to 9 a.m.

TV TOURS FOR CHILDREN

CHILDREN in Salt Lake City, Utah, are now able to travel around the world via their TV sets and a new 13-week video play series produced by the Junior League and presented weekly by KDYL-TV there. Programs attempt to give the juvenile audience an appreciation of traditions in other lands. Assisting in production of the series are students in the radio-TV school at the U. of Utah.

EARLY CHRISTMAS

FOR the third consecutive year, *Christmas Comes Early in Korea* was broadcast over WEEI Boston on behalf of Mayor John B. Hynes' committee to collect funds to send Christmas gift packages to Boston men in the Armed Forces. Program was aired 9-10 p.m. Nov. 28. Gift boxes, contributed at cost by S. S. Pierce Co., contained canned meats, fruits and juices as well as a stocking filled with toys that the recipient may give to his favorite Korean child.

WGFG PLAYS HOST

BUSINESS Education Day in Kalamazoo, Mich., was sponsored by the city's Chamber of Commerce a fortnight ago to familiarize educators with the workings of business institutions in the area. WGFG, located in that city, reports that it was host to group of teachers for the day. Manager Bud Popke interviewed each teacher on tape for broadcast on the station's evening newscast.

Roy Thompson

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RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

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SERIES PLANS

COLUMBIA Transcriptions, a division of Columbia Records Inc., N. Y., is producing a 13-week series of 15-minute shows entitled, *The American Trail*, for the ladies auxiliary of the Veterans of Foreign Wars. The series, centering around little known historical incidents that contributed to the growth of America, will be distributed to a selected group of radio stations throughout the country.

PHOTO SHOW

KHJ-TV Hollywood *Photography Is Fun*, weekly half-hour program sponsored by Craig Movie Supply Co., L. A., features Ted Meyers and Amos Carr, Hollywood photographers, pitting their skill against that of home viewers. Amateurs will direct portrait shots to be compared with photographs of the same subjects by professionals. Agency is Degner & Assoc., L. A.

PUZZLE PROMOTION

FULL-PAGE newspaper ads using a "game" theme are being scheduled by WRC and WNBW(TV) Washington. Jig saw puzzle ad, for example, pointed out that "Entertainment is no puzzle when the picture is complete on WRC and WNBW." Pictures of network and local stars appear in each ad.

RURAL PROGRAMMING

RURAL programming has been inaugurated at WBAL Baltimore with a new show, *Beyond the City Limits*. The weekly three-quarter-of-an-hour program features news of Maryland's farms and communities. Through the use of a portable tape-recorder, farmers themselves are given an opportunity to air their views of agricultural conditions in the state.

SQUARE DANCE FESTIVAL

CROWD of 900 square-dancers and 2,500 spectators traveled to Sioux City, Iowa, Nov. 15 for the third annual WNAX Yankton-Sioux City Square Dance Festival. Sioux City Mayor Ralph Henderson was on hand to launch activities. Station relates that one group came to the festival from Minneapolis, some 330 miles away.

AS HOLLOWAY SEES IT

RADIO show which attempts to appeal to all types of listeners through timely and humorous comments on news and events is being broadcast by Hubert Holloway on WKRC Cincinnati. *I See Today* runs the gamut from commentary on crime and corruption to politics and high taxes.

FESTIVAL COVERAGE

ALL-OUT effort is claimed by WKBV Richmond, Ind., in recent coverage and promotion of the Fall Festival in that city. A float carrying the outlet's call letters represented the station in the festival parade. WKBV engineers worked out a hidden radio and public address arrangement under the float so that the estimated 100,000 people who gathered to see the parade could hear a radio account of the happenings as the WKBV float passed by.

ONCE-UPON-A-TIME TALE

SUCCESS story on the effectiveness of a radio plea for volunteers to rebuild and expand a charitable summer camp for youngsters, is being told by KDKA Pittsburgh in guise of a fairy tale. "Once-upon-a time" brochure tells of the work which was accomplished after Evelyn Gardiner, of the station's *Home Forum* show, aroused interest in the project.

WWRL SERIES

SERIES of programs intended to acquaint foreign-born listeners of WWRL Woodside, L.I., with information on health and social service agencies in the New York area has been started on that station. Series is broadcast on Polish, German, Czechoslovakian, Greek, Hungarian, Lithuanian, French, Ukranian and Syrian programs.

LISTENERS INVITED

FURMAN U. basketball schedule is being promoted by WESC Greenville, S. C., with tape voice tracks of basketball players on the team inviting listeners to see the game " . . . if not, listen in to WESC." Dave Moss, WESC program director, will travel with the team and do a play by play of all home and away games.

BIBLE READING SERIES

ON Thanksgiving Day, WOL Washington began presentation of a series of Bible readings by Bishop Angus Dunn, Washington diocese of the Protestant Episcopal Church. Series, scheduled for broadcast seven days a week until Christmas, has been planned to emphasize the true spirit of the Yuletide season.

TEACHER TELECAST

SPECIAL film dramatizing the teacher as a professional person was presented last month by WLWT (TV) Cincinnati. Entitled *What Greater Gift*, the 15 minute film was produced by the National Education Assn., and stressed that a teacher needs professional preparation to acquire, the skills essential to good teaching.

'SALUTE TO SCHOOLS'

KFH Wichita Nov. 14 aired *Salute to the Schools*, an hour-long documentary featuring more than 900 school children. For the broadcast, several thousand feet of tape recording was made in 14 schools. Beulah Roth, KFH promotion manager, said the show stressed the assimilation of different nationalities in Wichita schools and student selection of their own officers and monitors.

HEALTH SERIES

HEALTH program sponsored by Standard Oil Co. of Ohio will be telecast beginning Dec. 28 by WXEL(TV) Cleveland. Weekly show, produced in cooperation with the Cleveland Health Museum, will use museum exhibits and models. Physicians will also appear on the show. The new telecast will have as its theme an Ohio family in its daily life.

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WHYL STAFF

Lewis Changes Call

NEW staff members for WHYL Carlisle, Pa., were announced last week. The station, formerly WLXW, was purchased by Richard Field Lewis Nov. 1. Call letters were changed Nov. 10. Mr. Lewis also owns WINC and WRFL(FM) Winchester, Va., and WFVA, Fredericksburg, Va.

New personnel is listed as Winslow T. Porter, general manager; Clinton H. Morse, program director; Jack Simmons, chief engineer; Peggy Jane Goodyear, continuity director-local news editor, and Nancy Virginia Foreman, traffic manager.

Harsch Scholarship

A GRADUATE scholarship in journalism has been established at the U. of Wisconsin, Madison, from funds provided by Joseph C. Harsch, Washington radio news commentator and foreign affairs columnist for the *Christian Science Monitor*. Mr. Harsch turned over to the university's School of Journalism the $1,000 prize awarded him in May 1952 by the Alfred I. duPont Awards Foundation "for his consistently excellent and accurate gathering and reporting of news by radio, and his expert, informed and reliable interpretation of news and opinion."

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FCC actions

NOVEMBER 21 THROUGH NOVEMBER 27

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-sychronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

November 21 Decisions . . .

BY COMMISSION EN BANC

Grant Rescinded

KLCN Blytheville, Ark.—By order, rescinded grant of Oct. 8. 1952, of mod. CP to change from 900 to 910 kc and power from 1 to 5 kw; designated same for hearing; made WMOK Metropolis, Ill., and WCOC Meridian, Miss., parties to proceeding.

November 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WPID Piedmont, Ala.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

WCRE Cheraw, S. C.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans.

WAEW Crossville, Tenn.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

KIBS Bishop, Calif. — Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans.

Replace AM Antenna

KGAF Gainesville, Ga.—CP to replace present AM ant. and mount TV ant. on top (contingent on grant of TV application).

License for CP

WRSW Warsaw, Ind. — License for CP, as mod., which authorized new AM.

AM—1010 kc

WAPF McComb, Miss. — CP to increase power from 250 w to 1 kw and mount FM and TV ant. on AM tower. AMENDED to mount FM ant. only on AM tower.

Change Antenna System

KREI Farmington, Mo. — Mod. CP, which authorized changes in frequency, vertical ant. and ground system, to change ant. system.

Change Hours of Operation

WCUE Akron, Ohio—CP to change from D to unl. using 500 w-N, 1 kw-D employing DA - DN. AMENDED to change DA-N.

Extension of Completion Date

WRDB Reedsburg, Wis.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

License Renewals

Following stations request renewal of license:

KCOM Sioux City, Iowa; KWWL Waterloo, Iowa; WNBH New Bedford, Mass.; KLWT Lebanon, Mo.; WKRZ Oil City, Pa.; KIJV Huron, S. D.; WHHM Memphis, Tenn.

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411 AVALON PLACE, PEORIA, ILL.

November 25 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Chief, Broadcast Bureau — Granted petition for extension of time from Nov. 24 to Dec. 15, 1952, to file exceptions to initial decision re applications of Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla.

John C. Pomeroy, Pontiac, Mich.—Granted petition for dismissal without prejudice of application for CP.

William R. Reed, Pontiac, Mich.—Granted petition for dismissal without prejudice of application for CP.

By Examiner Elizabeth C. Smith

Mount Hood Radio & Television Bcstg. Corp., Portland, Ore.—By memorandum opinion and order denied petition to amend TV application; proposed amendment was for purpose of substituting new Table I to delete certain named officers, directors and stockholders, or both, and all information relating thereto; to report acquisition of additional stock by persons already parties to application, and election of vice president and director and changes in offices and directorships held by three persons already parties to application; to substitute new page 3 of sec. II in order to report amended total number of stockholders, etc.

Mount Hood Radio & Television Bcstg. Corp., Portland, Ore.—Granted request for continuance of hearing from Nov. 19 to Dec. 1, 1952, at Washington, D. C., of application, to obtain review by Commission of denial by hearing examiner on this date of petition for leave to amend.

By Examiner Benito Gaguine

Trebit Corp., Flint, Mich.—Granted petitions of Oct. 28 and Nov. 17, 1952, to amend in various respects TV application.

W. S. Butterfield Theatres Inc., Flint, Mich.—Granted petition of Nov. 17, 1952, to amend television application in various respects.

WJR Flint, Mich.—Granted petitions of Oct. 24 and Nov. 17, 1952 to amend in various respects TV application.

By Examiner Herbert Sharfman

Lakehead Telecasters Inc., Duluth, Minn.—Granted petition to amend TV application by supplying information with respect to recent amendment of by-laws of applicant, and with respect to interests of R. F. Gran in certain pending applications before Commission.

Ridson Inc., Superior, Wis.—Granted petitions of Nov. 10 and 12 to amend in various respects TV application.

Head of the Lakes Bcstg. Co., Superior, Wis.—Granted petition to amend TV application by changing proposed hours of operation, etc.

By Examiner James D. Cunningham

Notice is given of prehearing conference in matter of Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M., for extension of SSA in hearing Room "C," Interstate Commerce Commission Bldg., Washington, D. C., at 10:00 a.m., Nov. 20, 1952, for purpose of considering: necessity or desirability, clarifying or simplifying issues; possibility of stipulating facts and prior mutual exchange of exhibits among parties; and such other matters as may be deemed helpful in proceeding.

BY COMMISSION EN BANC

License Renewal

WLOA Braddock, Pa.—Granted renewal of license for the regular period.

BY BROADCAST BUREAU

Granted CP

WFPG Atlantic City, N. J.—Granted CP to install TV ant. on top of AM tower.

Change Studio Location

WHUM-TV Reading, Pa.—Granted mod. CP to change studio location to Skyline Drive on Mount Penn, Lower Alsasce Township, Pa.

Request Granted

WFPG-FM Atlantic City, N. J.—Granted request to cancel license and dismiss pending application for mod. license and delete FM.

Change DA System

WBET Brockton, Mass. — Granted mod. CP to make changes in DA system; conditions.

Change Transmitter Type

WJAZ Albany, Ga.—Granted mod. CP to change type trans.

Modification of CP

WAPL Bartell Bcstrs. Inc., Appleton, Wis.—Granted mod. CP for approval of ant. trans. and studio location, and change type trans.

WBID Henderson, N. C.—Granted mod. CP for approval of ant. trans. and studio locations, and change type trans.

KJRG Newton, Kan.—Granted mod. CP for approval of ant. trans. and studio location, and change type trans.

Extension of Completion Date

WCAR-FM Pontiac, Mich.—Granted mod. CP for extension of completion date to 3-1-53.

KGKO Dallas, Tex.—Granted mod. CP for extension of completion date to 2-1-53.

License Granted

WDMJ Marquette, Mich.—Granted license covering change in frequency, increase in power, installation of DA-N, change trans. location; condition.

KPRS Kansas City, Mo.—Granted license covering changes in ant. system and change in studio and trans. locations.

WMOU Berlin, N. H.—Granted license covering change in trans. location and in ant. system.

WCOH-FM Newnan, Ga.—Granted li-

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cense for CP which reinstated CP deleted 8-15-51 at request of applicant.

Modification of CP

WMOC Covington, Ga.—Granted mod. CP to change type trans.

KMLW Marlin, Tex.—Granted mod. CP to change studio location, change type trans. and frequency control equipment.

WTRP La Grange, Ga.—Granted mod. CP for approval of ant. and trans. location; condition.

WION Ionia, Mich.—Granted mod. CP for approval of ant., trans. and studio location, and change type trans.; condition.

KABI Ketchikan, Alaska.—Granted mod. CP to change type trans.

Extension of Completion Date

WKSR Pulaski, Tenn.—Granted mod. CP for extension of completion date to 12-15-52; conditions.

WCAM Camden, N. J.—Granted mod. CP for extension of completion date to 1-15-53.

WCAR Pontiac, Mich.—Granted mod. CP for extension of completion date to 3-1-53.

WSAY Rochester, N. Y.—Granted mod. CP for extension of completion date to 6-1-53; conditions.

Change ERP

WKBN-TV Youngstown, Ohio—Grant-

(Continued on page 91)

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Help Wanted

Managerial

Wanted: Assistant manager for 5,000 watt CBS station with TV application. Located in Northwest. Must know sales promotion and be able to handle personnel. Box 111S, BROADCASTING • TELECASTING.

Manager wanted for small city station in Midwest. Good area, excellent possibilities. Opportunity to buy substantial interest. Send full information on past record, photo, financial status and all other pertinent information. Box 154S, BROADCASTING • TELECASTING.

Salesmen

Immediate opening sales manager of aggressive Southeast network affiliate. You will take over substantial billing with guarantee against commission on all station sales. If you can sell in a competitive market, rush summary of experience to Box 25S, BROADCASTING • TELECASTING.

Superior single station Texas market, sound rate structure, needs hustling, dependable salesman. Box 141S, BROADCASTING • TELECASTING.

Southern California. Large, active market. Independent wants aggressive salesman with successful record in competitive market. Salary, bonus, advancement. Send photo and resume to Box 149S, BROADCASTING • TELECASTING.

Aggressive salesman to take over complete sales. No drifters or hotshots. $75.00 per week plus 10 percent. Opening immediately. KBMX, Coalinga, California.

Salesman for progressive, independent, station. Good salary, plus commission. Will be assigned accounts to get started. Call or write Joe Fife, WWCA, Gary, Indiana.

If you want to sell for aggressive daytimer, good market, naming terms—within reason—in return for proven ability, contact Box 721 at once, Metropolis, Illinois.

Phone salesman sell GBA campaigns for stations. Top comms., bonus. 727 Meriden Road, Waterbury, Conn.

Announcers

Announcer-engineer, 250 watt Virginia station. Box 300R, BROADCASTING • TELECASTING.

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Good working conditions. Favorable salary. Southerner preferred. Reply to Box 943R, BROADCASTING • TELECASTING.

Wanted: First class engineer. No experience required. Virginia network station. Excellent working conditions. Box 144S, BROADCASTING • TELECASTING.

Want topnotch night DJ who has a proven record of air sales. Must have unique style and show with audience building appeal. Thousand watt independent quality station in Kentucky. Send complete information. Box 151S, BROADCASTING • TELECASTING.

Combination announcer with first ticket seeking college town for part time employment. Write to Box 152S, BROADCASTING • TELECASTING. State qualifications.

This may be your big break: We want two men with good voices, who can gather local news. Extensive experience unnecessary, we'll train. TV imminent. Tell us about yourself. Box 160S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted—Announcer - program director at 250 watt East central network affiliate. Emphasis on local programming, sales. Box 168S, BROADCASTING • TELECASTING.

Wanted—Experienced announcer for progressive station in Austin, Minnesota. Prefer Midwesterner. Send qualifications, picture, disc, salary expected to Program Director, KAUS, Austin, Minnesota.

Combo man, accent on announcing must have first phone. $75.00 per week. Opportunity to sell on commission. Opening January first. KBMX, Coalinga, California.

Permanent, able staff man. Family man preferred. Present opening. Good salary. KMAN, Manhattan, Kansas.

Wanted: combination announcer-engineer. Salary 60 to 70 dollars per week. Write KPOC, Box 250, Pocahontas, Arkansas.

Night man to spark midnight to 6:00 a.m. First phone. $86.40 for 40 hours. KREM, Spokane, Washington.

Immediate opening — Announcer-operator, emphasis announcing, start $325.00 month. KTFS, Texarkana, Texas.

Announcer-engineer: Excellent working conditions, good salary, 40 hour week, near New York. WALK, Patchogue, Long Island, New York.

Immediate opening—Two announcer-engineers with first class license. Salary $60.00-$65.00 for 40 hours to start. Send full information first letter, plus disc. WDEC, Americus, Georgia.

Experienced announcer - pioneer Michigan radio station has opening for capable staff announcer. Excellent working conditions. Graduated wage scale. Send audition, photo, and letter of qualifications to Station WFDF, Flint, Michigan.

Combination announcer-engineer, with emphasis on announcing and showmanship. Opportunity for additional earnings through sales commissions. This is a permanent position, with a good future for the right man. $75.00 a week to start. CBS Radio affiliate, WGAU, Athens, Georgia.

Announcer - engineer — $60.00 weekly, 44 hours. WJBB, Haleyville, Alabama.

Have immediate opening at 5,000 watt NBC station for first class announcer. Salary commensurate with ability and experience. Send all in your reply. WJRD, Tuscaloosa, Alabama.

One (1) announcer with first class license, salary arranged, car necessary. WKEI, Kewanee, Illinois.

1 kilowatt central Florida Mutual station wants permanent combo man. 40 hour week. Shirt-sleeve climate. Write or call WLBE, Leesburg, Florida.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Need combination man or operator. Good proposition for right man. Box 84S, BROADCASTING • TELECASTING.

Virginia kw needs engineer. State minimum salary expected. Box 94S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Florida. First class engineer. No experience necessary. Box 116S, BROADCASTING • TELECASTING.

Immediate opening for transmitter engineer with first phone. Experience not necessary. Write or wire Box 143S, BROADCASTING • TELECASTING.

Metropolitan Washington, D. C. AM and FM station needs engineer with studio experience and first class license. Box 162S BROADCASTING • TELECASTING.

Wanted—Engineer, announcer-engineer at 250 watt East central network affiliate. Announcing experience desirable; not essential. Box 167S, BROADCASTING • TELECASTING.

Combination man. Better than average pay for dependable man with a good radio voice. Friendly town of twenty thousand ideal for family man. Contact Mr. Herbert Lee or Mr. Palmer Dragsten, KDHL, Faribault, Minnesota.

Wanted — Transmitter engineer, first phone, immediate opening for steady man. Good salary, insurance and vacation benefits. KSDN, Aberdeen, South Dakota.

Engineer, 1,000 watt station; directional antenna. Contact Chief Engineer, WAMS, Wilmington, Delaware.

First class engineer, no experience needed; $50.00 for 40 hours; time and a half for overtime. WCBT, Roanoke Rapids, North Carolina.

First class engineer. No experience necessary. Good opportunity for right man. Apply WFLB, Fayetteville, North Carolina.

Wanted—Chief engineer. CBS station with TV application at Fayetteville, North Carolina, WFAI. Phone 2-8131.

Wanted . . . Two first phone engineers with or without experience. Good salary and excellent working conditions. Give all details. Nathan Frank, WHNC, Henderson, North Carolina.

Engineer present AM-FM. Building TV. Excellent opportunity to learn all phases. Car required. Phone collect, D. N. Bowdish, Chief Engineer, WPAG, Ann Arbor, Michigan.

Wanted: First class engineer, no experience required. Write WREL, Lexington, Virginia.

First phone: transmitter operator, WSYB, Rutland, Vermont.

Ambitious young engineer, first phone, fine wages and working conditions. This is a large market with a terrific potential. WTVH, Peoria 3, Illinois.

Production-Programming, Others

Excellent Texas small market needs PD with emphasis on local programming including farm, ranch angle. Box 99S, BROADCASTING • TELECASTING.

Continuity writer for Southern metropolitan radio-TV station. Must have strong sell and ideas. State experience, reference, personal history, and minimum salary first letter. Box 150S, BROADCASTING • TELECASTING.

Television

Announcers

$80.00 a week for good announcer strong on "sell" and DJ. TV future in good Midsouth market. Send complete details in first letter. Replies confidential. Box 763R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

We practice economy! Station management problems? Please check BROADCASTING • TELECASTING, November 3, Page 104, Box 908R.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Box 61S, BROADCASTING • TELECASTING.

I want to grow, but I want a station to grow with. Sales manager 5 kw indie two years with proven sales record, doubled billings. Experience all branches AM operation. I don't want a fortune, just a comfortable living with a property that has a good potential. Age 38 and married. Will travel anywhere in U. S. Box 138S, BROADCASTING • TELECASTING.

Experienced manager 4 years present station in N. Y., metropolitan area desires change. Knows and can perform all phases of station operation. Experienced licensed engineer. Can increase sales. Will relocate within 300 miles New York. $10,000.00 minimum. Box 166S, BROADCASTING • TELECASTING.

Announcers

Young man, 21, college graduate, desires broadcasting job. Will do any work but sports is specialty. Limited commercial experience. Available immediately. Box 107S, BROADCASTING • TELECASTING.

Announcer: Two years independent and network experience. All phases, excel in sports. Box 135S, BROADCASTING • TELECASTING.

Announcer. Strong news, DJ, commercials. Operate board. College graduate, 24, veteran. Presently employed New York State network affiliate. Prefers Northeast. Box 137S, BROADCASTING • TELECASTING.

Announcer, 19, amiable. Air Force veteran. Desires opportunity from bottom up. Tapes to send. Cambridge School of Broadcasting background, variety of styles. Box 142S, BROADCASTING • TELECASTING.

Illinois only! Vast experience. $100.00 week. Buzz me, Miss Blue! Box 145S, BROADCASTING • TELECASTING.

Experienced news man, disc jockey, desires position. Draft exempt, references, disc. Box 146S, BROADCASTING • TELECASTING.

Together—Mr. & Mrs. team. Separately—announcers, disc show, station operation. Experience in radio and TV. Box 147S, BROADCASTING • TELECASTING.

What more do you want? Friendly record show specialist, all-round announcer, fluent, imaginative, commercially alert, photogenic. 5 years radio background, first class ticket, 32. Earning $450.00 month program director 5 kw affiliate. Want station that knows and pays talent. DJ or TV. State offer. Box 153S, BROADCASTING • TELECASTING.

Top personality DJ—thirteen years. Intelligent, hilarious ad-lib, gimmicks. Formerly WNEW (N. Y. C.)—Mutual Network (Dixieland Matinee). ET-press book. Now leading Miami indie. Desire change. $200.000 week-less with percentage. Draft exempt. Box 157S, BROADCASTING • TELECASTING.

Announcer: 4 years experience all phases, radio, news specialty, draft free, education, consider television. Box 158S, BROADCASTING • TELECASTING.

Writer-producer: History of success in all forms, phases, and facets of commercial copywriting, scripting, production, and direction at agency, broadcasting, and theater levels. Taste in showmanship, tact in talent relations, ingenuity in budget situations, competent administrator. Box 161S, BROADCASTING • TELECASTING.

Able, reliable announcer. Handles all phases including board. Has no aversion to small community. Single, 25, veteran. Box 163S, BROADCASTING • TELECASTING.

Nite disc jockey, no experience. Southern station. Pay=time advertise my hair pomades. Box 164S, BROADCASTING • TELECASTING.

XUM

Situations Wanted—(Cont'd)

Announcer, draft exempt, capable, reliable, desires general staff opening specializing sports play-by-play, prefer small community. Audition, resume on request. Box 165S, BROADCASTING • TELECASTING.

Single, 29, graduate top Midwest radio school. Dramatic background. Operate console. Will travel. Disc on request. Box 171S, BROADCASTING • TELECASTING.

Announcer would like position at independent station. Have third class ticket. Write Radio Station WFVG, Fuquay Springs, North Carolina.

SRT graduate seeks immediate announcing position—would like to specialize in sports. Can do news; records, popular, classical; interviews; etc. Ambitious, 24, draft exempt. George Cole, 6557 S. Kimbark, Chicago, Illinois.

Sportscaster-newsman: Topflight basketball announcer possesses strong news background. 4 years play-by-play in athletic - conscious Ohio. Journalism graduate. Radio newspaper experience, gathering, editing, announcing news. 250, 1 kw experience. Details, interview call Franklin 6-5629, Tom Hamlin, Oxford Road, Franklin, Ohio.

Announcer-engineer, five years experience, three as morning man. Presently employed 5 kw directional. Can handle all types recordings, remotes and studio link equipment. Wishes to relocate near as possible to home, New Orleans, Louisiana. Available two weeks notice. Can furnish references. Contact Joe Miles, 409 East Burgess Street, Elizabeth City, North Carolina or phone 7236.

Announcer-disc jockey, news, sports, control board operator. Light experience, reliable and conscientious. Sales background, desires station connection, small community. Available immediately. Tape, disc, resume on request. Jack O'Connor, 32-64 34th Street, Astoria, Long Island, New York. Ravenswood 8-1082.

Announcer, DJ, control board operator. Strong on news. Draft exempt, sober, resourceful, conscientious. Resume and disc on request. Richard Phillips, 282 City Island Avenue, Bronx 64, New York. Phone CI 8-1878.

Technical

Engineer — First phone, experienced transmitter and console. Desire position with progressive station. Box 117S, BROADCASTING • TELECASTING.

First class operator desires engineering position. Seven years electronics experience. Southwest preferred. Sixty-five dollars. Auto. Box 119S, BROADCASTING • TELECASTING.

Engineer-announcer, now happily employed, wants job where he can work way through college since he was in U. S. Army when he should have been finishing education. Age 20, single, with car. Will go anywhere in U. S. Apply Box 169S, BROADCASTING • TELECASTING.

Engineer with ambition wants position with progressive station. Available soon. Box 170S, BROADCASTING • TELECASTING.

Experienced engineer — some announcing. Desire permanent position. Southwest preferred. Wilton Highfill, General Delivery, Monroeville, Alabama.

Production-Programming, Others

Newsman: Experienced, able take complete charge newsroom. Currently employed New England network affiliate. Authoritative delivery. Contact Box 136S, BROADCASTING • TELECASTING.

Need girl, staff writer- Script writing, continuity, promotion, and general secretary experience, both radio and TV. Available January 1. Box 155S, BROADCASTING • TELECASTING.

Radio or TV copywriting position desired. Five years experience, background in all phases broadcasting. Presently employed major market, want advancement opportunity affording permanency. 26, veteran, draft exempt, single. Box 156S, BROADCASTING • TELECASTING.

Program director, mature, ten years varied radio experience. Adept at developing local talent, local loyalties. Can do every job in program department, desire to do just one: build bigger, steadier audience. Box 159S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Television

Production-Programming, Others

Newsman, two years experience editing TV news, plus experience writing and broadcasting radio news. Master's Degree in journalism. Presently employed, but seeking situation with better opportunities. Would require three weeks' notice. Reply to Box 18S, BROADCASTING • TELECASTING.

Producer-director, efficient administrator. Extensive experience budget and budget control. Dealt with top talent all fields. Musical director and writer. Personal interview with independent preferred. Box 148S, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

RCA model 300-C phase monitor, well maintained. Original cost $550.00. Recently replaced by later model. For quick sale $200.00. Box 122S, BROADCASTING • TELECASTING.

400 feet coax line, Andrews, 3⅛", type 552-1, four right angles, three 45 bends, all new, immediately available. WTRY, Troy, New York.

For sale—Two complete Western Electric reproducer groups #109-A with filters and 712-A side brackets. Like new. $95.00 for both. KXA, Seattle, Washington.

For sale: Make offer. Gates BF-1A 1 kw FM transmitter. WKST, New Castle, Pennsylvania.

For sale: Gates 52-CS consolette, new, mounted on custom desk. Priced at $500.00 FOB Vidalia. Guaranteed perfect. Radio Station WVOP, telephone 327, Vidalia, Georgia.

Gates 250 watt transmitter—250-C1. Like New. Phone Mr. Lee, 6-1614, Gadsden, Alabama.

15 kw Onan auxiliary power unit with transfer panel, used 160 hours. Excellent condition. WTRY, Troy, New York.

Wanted to Buy

Wanted—Complete or part equipment for 1 kw station. Bill Tedrick, WOKZ, Alton, Illinois.

Send price of working used facsimile equipment. Dr. Kenneth Harwood, Drawer D, University, Alabama.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

CAPITALIZE ON YOUR CONTACTS

INCREASE YOUR EARNINGS. Part or fulltime opportunity with ESQUIRE INC. CALENDAR DIVISION. Average order pays $28. commission, plus BONUS. Exclusive line, protected accounts, opportunities to advance with growing organization.

Write today for details

H. A. Sabes, Sales Manager, Esquire Calendar Division, Esquire Building, Chicago 1, Illinois.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

Situations Wanted

Announcers

SPORTS-COMMERCIAL ANNOUNCER

Topflight announcer seeks position with prominent AM-TV station as commercial and/or sports specialist. Past three years major league baseball play-by-play announcer. Wish to avoid traveling demanded by present baseball assignment. 10 years general radio experience in best metropolitan station. 3 years TV. Best baseball, radio station and agency references.

Box 139S

BROADCASTING • TELECASTING

For Sale

Equipment, etc.

Are you trying to get on the air *quickly* with your new television construction permit?

Here's the answer to the steel shortage for you. For sale, erected 400' self-supporting Truscon type D-30 tower. Designed to resist thirty-pound wind pressure in accordance with specifications of RTMA. Can be dismantled and shipped within thirty days. Wire or write Box 663R, BROADCASTING • TELECASTING.

'Majestic' Decree Issued

DECREE issued in U. S. District Court, Brooklyn, on Nov. 13 terminated an action brought by Wilcox-Gay Corp. (Majestic Radio & Television division) and Garod Radio Corp., both Brooklyn, against Majestic Industries Inc., Brooklyn. Under terms of the decree, Majestic Industries agreed to discontinue the use of the name "Majestic" in its corporate title and in the conduct of its business.

Miscellaneous

BEWARE

STOLEN

EQUIPMENT

Stolen night of November 21 by breaking and entering.

Minitape recorder M5A, Serial 1585-MS; two Collins 12Z3 Remote Amplifiers, Serials 254 and 297; also two RCA 77D mikes; Magnecorder PT6P Amplifier, Precision 612 tube tester and Simpson 260 testmeter.

If offered for sale, please contact local police and notify Guy Rauer, Chief Engineer.

W C S S

AMSTERDAM, NEW YORK

How about Erecting, Altering, Painting your Tower-Antenna-Lights?

We're ready

J. M. HAMILTON & CO.

PAINTING • ERECTING

MAINTENANCE • YEARS OF EXPERIENCE

Box 2432, Tel: 4-2115, Gastonia, N. C.

316 Briland St., Tel: King 8-8230, Alexandria, Va.

For the first time
in over 20 years operation
of this 5 kw fulltime station
operating in one of the 15 major markets of the country
with VHF television application pending
we are planning major program changes
and are seeking a . . .

PROGRAM MANAGER

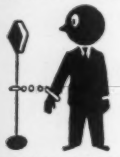
with the know-how and initiative to determine program requirements then plan, develop and put into effect programming for this market on both a local and national basis.

This is an executive position with high responsibility—it is a challenge which good program men often wish for. It requires outstanding ability to plan policy and administer a department. If you are interested in a real opportunity and can qualify, please write telling us about yourself and what you have done. Top salary for the right man. Replies will be held in strictest confidence.

Box 140S,

BROADCASTING • TELECASTING

allied arts



ROBERT HERTZBERG, vice president, Adolph L. Greene Assoc. Inc., N. Y., resigns to resume activities as publications and public relations consultant with offices at 2512 84th St., Jackson Heights, N. Y.

VINCE J. FIORINO to Personality Features, Chicago, which syndicates *Creative Cookery* and *Garfield Goose and Friends*, as publicity representative.

ALLEN B. DuMONT LABS., International Div., has moved headquarters to Suite 8201, Empire State Bldg. Telephone is Murray Hill 8-2600.

WARD PRODUCTS Corp., Cleveland,, Div. of Gabriel Co., relocates at 1148 Euclid Ave., same city. Purchasing and factory offices remain at 4710 State St., Ashtabula.

DR. ROBERT ADLER appointed associate director of research for Zenith Radio Corp., Chicago.

LEONARD S. CUTLER, chief engineer, Gertsch Products Inc., L. A., elected vice president in charge of engineering.

ROLAND J. SHERWOOD, vice president in charge of sales, Hallicrafters Co., Chicago, has resigned effective Jan. 1, to become president of Waler Mfg. Co., Crystal Lake, Ill., automotive firm and electrical machinery manufacturing firm.

G. T. MARCHMONT, district manager for Southwestern and Gulf Coast districts of Graybar Electric Co., has retired. He will be succeeded by **V. A. ELMBLAD** as Southwestern district manager, and **J. E. FONTAINE** as Gulf Coast district manager.

JOSEPH J. ALVIN, member of Carl Byoir & Assoc., L. A. (public relations firm) elected vice president. He succeeds **CHARLES E. McVARISH**, who transfers to N. Y. headquarters as national director of publicity.

MORRIS MAYERS, recently returned from active duty in Korea, named special sales representative in New York area for Transmitter Div., Allen B. DuMont Labs.

F. P. WILLIAMS appointed zone manager for radio-TV in Kansas City area for Crosley Div., Avco Mfg. Corp., Cincinnati.

DEAN McCARTHY, assistant program manager, TV department of National Council of Catholic Men, Washington, D. C., promoted to TV director.

MASLINE RADIO & ELECTRONICS EQUIPMENT Co., Rochester, N. Y., appointed distributor of Westinghouse Reliatron tubes in 13 counties in Rochester area.

ATLANTIC WIRE & CABLE Co., N. Y. (twin-lead, antenna rotor cable, coaxial cables, wire products), names George Davis Sales Co., L. A., as electronic representatives for Southern California, Arizona and Nevada.

PAUL WESTON, West Coast musical director, Columbia Records Inc., Hollywood, father of boy, Timothy John, Nov. 19. Mother is **JO STAFFORD**, recording artist.

Equipment . . .

SPRAGUE ELECTRIC Co., North Adams, Mass., announces development of Type 85P molded paper capacitor for precision electronic equipment requiring high quality components.

RADIO TUBE Div., Sylvania Electric Products Inc., Emporium, Pa., announces production of two new diodes, 6AX4GT and 12AX4GT, for use in TV horizontal frequency damper circuits. Diodes are designed to withstand high voltage pulses of line frequency between cathode and both heater and plate elements encountered in direct drive circuits.

TECH-MASTER PRODUCTS Co., N. Y., announces availability of two amplifier kits, Model TM-15A and Model TM-15P. Former has power output of 15 w undistorted and output impedance of 4-8-16 ohms. Latter features 4 input channels and selector switch for high and low-level input.

DAVEN Co., Newark, N. J., announces availability of new Series 920 volume level indicators designed to extend range downward to cover signal levels too low to be measured without amplification.

Technical . . .

HARRY BEKKAR, engineer, ABC Hollywood, and Jane Harriet Gonyer were married Nov. 16.

California

$60,000.00

The only station in one of the most desirable cities in California. Excellent living conditions and in a real growth area.

Southeast

$65,000.00

A network property with a steady record of good earnings. Located in an attractive coastal city.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

LBS SUIT

WU Files Formal Answer

WESTERN Union Telegraph Co., last Monday, in Chicago Federal District Court denied Liberty Broadcasting System's charges of conspiracy with 13 Major League baseball teams. The company filed a formal answer to Liberty's original complaint naming it as co-defendant with the clubs in a $12 million anti-trust suit [B•T, Nov. 24].

Liberty named Western Union last April following the original suit against the ball clubs earlier in the year in February. Network claims it "demanded the right" to purchase from Western Union the official scorer's account for *Game of the Day* baseball broadcasts during the 1952 season, that it paid "such lawful tariff charges or other charges" required, and that Western Union accepted its application and some $11,000 in payment but never supplied the service nor lived up to the agreement.

Western Union says the agreement was never made legal because Liberty failed to get permission from each of the ball clubs involved to re-broadcast the club's games. Prior permission of this kind, Western Union asserted in its brief, is necessary, and each baseball broadcast agreement involving Western Union is contingent on the applicant getting this permission.

Western Union reports that Liberty did file an application in Dallas April 10, and that on the same day LBS delivered a check for $11,095 and a list of the games which Liberty had selected as *Games of the Day* for the 1952 season, beginning April 21 and continuing through Sept. 28.

Return of Money

Western Union stated that on April 14 it returned to Liberty the check with a statement that the telegraph company, under terms of its tariff provisions filed with FCC, could not furnish service unless and until Liberty got permission from the baseball clubs involved.

In addition, Western Union claims the application which Liberty and its president, Gordon McLendon, submitted for teletype service from the ball parks was never official because it bore no authorization from an officer of Western Union. Mr. McLendon had struck out a pertinent clause of the Western Union application-contract, the company asserted.

After the statement that the telegraph company could discontinue servicing the reports under certain conditions, Mr. McLendon inked out a condition that the service could be stopped without notice "whenever directed so to do by said baseball club or by the Commissioner of baseball, or by any other source from which such reports are obtained," it was claimed.

Western Union claims that the owner of the news source, in this case the baseball clubs, has control over sale of its news according to terms of the baseball-Western Union agreement tariffs, filed with FCC and known as FCC Rule 216, entitled "Baseball-Sports Service."

This agreement establishes rates and regulations governing Western Union's release of reports of baseball, football and other sports to radio companies and stations, as well as to other communications media. Western Union claims these regulations are "valid and binding upon Western Union and the public generally, and have the force of law and cannot be modified, set aside or held invalid without first applying to the regulatory body [FCC] which approved them."

Liberty claims the agreement is invalid and illegal, and says this is basis for suit inasmuch as regulatory powers given to Western Union as a common carrier are permissive rather than compulsory.

Western Union's filing of an answer, through John Neal Campbell of the Chicago firm of Eckhart, Klein, McSwain & Campbell, completes the formal filings in the Chicago court. Attorneys for the Major League clubs filed answers with the court the previous week.

Hep Chicks

RADIO and WLS Chicago are responsible for a new kind of broiler breeding. A Wisconsin farmer reports he is able to raise 5,200 broiler chickens in a single room because he keeps them tuned in all day long to WLS. Now they never "get frightened when we open the door, and never crowd in corners and smother." If the radio weren't going, "I woudn't dare raise them all in one place!"

ADLAI'S STAND

Given on Media Funds

GOV. Adlai Stevenson will not "actively encourage" efforts to organize a national organization for the purpose of raising radio-TV funds on his behalf, George W. Ball, executive director of the Volunteers for Stevenson, said last Tuesday.

Mr. Ball, a member of the law firm of Cleary, Friendly, Gottlieb & Ball, Washington, D. C., conferred with the Illinois Governor in Springfield within the past 10 days. He said Gov. Stevenson would take no part in the campaign and quoted him as saying he felt such a proposal would not be appropriate, with obligations still outstanding by the Democratic National Committee [B•T, Nov. 24].

FCC Actions

(Continued from page 87)

ed mod. CP to change ERP from 200 kw vis., 100 kw aur. to 160 kw vis., 95 kw aur. and make ant. changes; ant. 550 feet.

November 26 Decisions . . .

BY COMMISSION EN BANC

Granted CP

Glacus G. Merrill, Keyser, W. Va.—Granted CP for new AM on 1270 kc, 1 kw-D; engineering condition.

William O. Barry, Lebanon, Tenn.—Granted CP for new station on 1340 kc, 100 w-unl.; engineering condition.

Advised of Hearing

WOBT Rhinelander, Wis.—Is being advised that application to change facilities from 1240 kc, 250 w.-unl. to 980 kc, 1 kw-unl., DA, indicates necessity of hearing because of N interference which would be received from WONE, Dayton, Ohio.

Charles W. Balthrope, Corpus Christi, Tex.—Is being advised that application for new station on 1150 kc, 1 kw, DA-D, indicates necessity of hearing because of mutual interference with stations WTAW College Station, Tex., and WJBO Baton Rouge, La.

Request Granted

Robert N. Pinkerton, Harlingen, Tex.—Granted request for authority to transmit play-by-play description, in Spanish, of football game being played by Military Academy of Mexico City and Texas A&I College of Kingsville, Tex., in Harlingen High School Stadium, Harlingen, for period of 24 hours beginning 3 a.m. Nov. 29, 1952; program to be delivered by direct telephone line by Southwestern Bell Tel. Co. and Telefones de Mexico, S. A. for transmission by XEO Matamoros, Mexico.

Application Removed

WOC Davenport, Iowa—Ordered that application for CP to make changes in ant. system be removed from position in AM processing line and placed at top of line for immediate processing. Pursuant to show cause order issued to Central Bcstg. Co. in recent TV proceeding. Central Bcstg. Co. has filed application to change frequency of WOC-TV, from Ch. 5 to Ch. 6, to increase power and ant., and make equipment changes; and application of WOC-TV is ready for processing in accordance with provisions of temporary processing procedure of TV broadcast stations.

Extension of SSA

Granted further extensions of SSA for period ending Feb. 1, 1953, for following stations:

WNYC New York, N. Y., for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City, and from sunset Minneapolis to 10 p.m. (EST); **KFAR Fairbanks, Alaska**, for use of 660 kc, 10 kw-unl.; **KWBU Corpus Christi, Tex.**, for use of 1030 kc, 50 kw, from local sunrise Boston, Mass. to local sunset Corpus Christi, Tex.; **WOL Ames, Iowa**, for use of 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

License Renewals

The following stations granted renewal of licenses for regular period:

KTTV (TV) Los Angeles, WAVA, Ava, Ill.; WDOR, Sturgeon Bay, Wis.; WTIM, Taylorville, Ill.; WJMC Rice Lake, Wis.; WKEI Kewanee, Ill.; KLJ Sparta, Wis.; WMNE Menomonie, Wis.; KFOR-FM Lincoln, Neb.; KSL-FM Salt Lake City; WBYS-FM Canton, Ill.; WMOH-FM Hamilton, Ohio; WDLB-FM Marshfield, Wis.; KPRC-FM Houston, Tex.; WOPA-FM Oak Park, Ill.; WBBM Chicago, Ill.; WAIT, Addison, Ill.; WCRW Chicago; WDSM Superior, Wis.; WEBQ Harrisburg, Ill.; WEDC Chicago; WFOX Milwaukee, Wis.; WGN Chicago; WIBU Poynette, Wis.; WMAQ Chicago, WMIX Mt. Vernon, Ill.; WMRO Aurora, Ill.; WOBT Rhinelander, Wis.; WSBC Chicago; WTAX Springfield, Ill.; WVLN Olney, Ill.; WFMF Chicago; WOMT Manitowoc, Wis.; WSDR Sterling, Ill.; WLS Chicago.

Permits Modified

Following FM stations granted modifications of existing permits as shown:

KRED Eureka, Calif. — To change ERP from 4.6 to 5.6 kw, ant. from —30 ft. to 1,100 ft.

WSLS-FM Roanoke, Va.—ERP from 4.7 to 10.5 kw, and ant. from 2,000 ft. to 1,910 ft.; engineering condition.

WGAL-FM Lancaster, Pa.—To change antenna height from 260 to 215 ft.; engineering conditions.

November 26 Applications . . .

ACCEPTED FOR FILING

Change Antenna System

WJLD Bessemer, Ala. — CP to change ant. system by adding TV ant.

Change Transmitter Location

KBHS Hot Springs, Ark.—Mod. CP, which authorized new AM, to change trans. and studio location and change type trans.

WWSC Glens Falls, N. Y.—CP to change trans. location and type trans.

Change Studio Location

KDON Palm Beach, Calif.—Mod. license to change studio location from Palm Beach, to Salinas, Calif.

WAAA Winston-Salem, N. C.—Mod. license to change studio location.

AM—1280 kc

KTLN Denver, Col.—CP to change from 1150 kc, 1 kw-D to 1280 kc, 5 kw-unl.; install DA-DN; change trans. location from S from center of Denver to S of Englewood, Col. AMENDED to change DA-N.

Extension of Completion Date

WINZ Hollywood-Miami, Fla.—Mod. CP, as mod., which authorized changes in existing AM, for extension of completion date.

WFOB Fostoria, Ohio—Mod. CP, as mod., which authorized new AM, for extension of completion date.

AM—860 kc

WDMG Douglas, Ga.—CP to increase power from 1 to 5 kw.

AM—1230 kc

WLFH Little Falls, N. Y.—CP to increase power from 100 to 250 w.

Erect New Antenna

WFAI Fayetteville, N. C.—CP to erect new ant. and mount TV ant. on top.

KTXL San Angelo, Tex.—CP to erect new ant. and mount TV ant. on top; change trans. and studio location.

WVEC Hampton, Va.—CP to erect new ant. and mount TV ant. on top.

Change DA System

KCJB Minot, N. D.—CP to make changes in DA to accommodate TV ant. and change studio location.

AM—1260 kc

WNXT Portsmouth, Ohio — CP to change from 1 kw-D to 5 kw-D and employ different DA-D.

AM—1240 kc

KTIL Tillamook, Ore.—CP to change frequency from 1590 to 1240 kc.

Change Antenna System

WOPI Bristol, Tenn.—CP to make changes in ant. system.

AM—1290 kc

KIVY Crockett, Tex.—CP to change from 1570 kc, 250 w-D to 1290 kc, 500 w-D, and change type trans.

AM—1050 kc

WRAP Norfolk, W. Va.—Mod. license to increase power from 500 w-D to 1 kw-D.

License Renewals

Following stations request renewal:

WCTA Andalusia, Ala.; KWFC Hot Springs, Ark.; KAVL Lancaster, Calif.; KWSD Mt. Shasta, Calif.; KIST Santa Barbara, Calif.; WBBQ Augusta, Ga.; WMLT Dublin, Ga.; WMAQ Chicago; WSBC Chicago; KSTT Davenport, Iowa; WDBQ Dubuque, Iowa; WFAU Augusta, Me.; WEVE Eveleth, Minn.; KGMO Cape Girardeau, Mo.; KRES St. Joseph, Mo.; WIRY Plattsburg, N. Y.; WENT Gloversville, N. Y.; KUIN Grants Pass, Ore.; KFIR North Bend, Ore.; WHAT Philadelphia, Pa.; WBAC Cleveland, Tenn.; WKRM Columbia, Tenn.; KOLE Port Arthur, Tex.; WOBT Pelican, Wis.; WBYS-FM Canton, Ill.

Change ERP

WLCS-FM Baton Rouge, La.—CP to change ERP to 2.54 kw; move trans. and change ant. system.

License for CP

KWPM-FM West Plains, Mo.—License for CP, as mod., which replaced expired CP, which authorized new FM.

Modification of CP

WHP-FM Harrisburg, Pa.—Mod. CP, as mod., which authorized new FM, to change type ant.; ERP; increase overall height of ant. and change address of studio.

TENDERED FOR FILING

AM—1070 kc

WAPI Birmingham, Ala. — CP to increase power from 10 kw-D to 50 kw-D.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH NOVEMBER 26

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	156	848	177
FM Stations	622	579	77	20	5
TV Stations	115	98	140	915*	242

* Filed since April 14, of which 130 have been granted.

For Television Grants and Applications, see page 58.

Non-Docket Actions . . .

AM GRANTS

Lebanon, Tenn.—William O. Barry. Granted 1340 kc, 100 w fulltime; engineering conditions. [Full details will be published in FCC Roundup, B•T, Dec. 8.] Granted Nov. 26.

Keyser, W. Va.—Glacus G. Merrill. Granted 1270 kc, 1 kw daytime; engineering conditions (Comr. Merrill not participating). [Full details of grant will be published in FCC Roundup, B•T, Dec. 8.] Granted Nov. 26.

TRANSFER GRANTS

WKTM Mayfield, Ky.—Mayfield Bcstg. Co. Granted consent to Noble J. Gregory, et al., to transfer control of licensee to **William H. Beck, Meyer Layman, Al Hendershot** and **W. Howes Meade** for $35,000. Granted Nov. 26.

KAMQ Amarillo, Tex.—Top of Texas Bcstg. Co. Granted consent to Walter L. Hull and Mary Frances Hull to transfer negative control to **Robert D. Houck** and **Hoyt Houck.** Granted Nov. 26.

WKLV Blackstone, Va. — Blackstone Bcstg. Corp. Granted consent to Maxey E. Stone to transfer control of licensee to **Harris L. Umstead** for $10,200 for 85% interest. Granted Nov. 26.

Note: Full details on above transfer grants will be published in FCC Roundup, B•T, Dec. 8.

WCSS STUDIOS

Looted by Radio-Wise Thugs

ROBBERS with an apparent knowledge of what's valuable around a radio station broke into WCSS Amsterdam, N. Y., early in the morning of Nov. 22, leaving with this loot: Two Collins remote amplifiers, two RCA 77D mikes, a Magnecorder amplifier, Minitape recorder, Precision tube tester, Simpson testmeter, and two tone arms from turntables.

WFPG-TV Debut

DEBUT of WFPG-TV Atlantic City, N. J., has been rescheduled to Dec. 15. Date of the beginning of the station's commercial operations previously had been announced for Dec. 20 [B•T, Nov. 24]. WFPG-TV is to begin airing test pattern Dec. 6.

VITAL IMPORTS

Cited by Navy Official

THE U. S. is becoming increasingly dependent "on free and unobstructed commerce over the sea lanes" for critical materials used not only in consumer goods but all kinds of commercial and industrial electronic and communications equipment.

This point was made by Assistant Secretary of the Navy for Air John F. Floberg before the Chicago Bar Assn. last Tuesday in emphasizing need for American control of the seas. He cited columbite ore, used in the vacuum tubes of radio-TV receivers, and other materials, including cobalt, which is used in alnico-magnetic loudspeakers.

Goddard, Hughes Named

APPOINTMENT of Don Goddard and John B. Hughes as WOR-TV New York news commentators was announced last Wednesday by Warren Wade, station manager. Mr. Goddard formerly was with NBC and Mr. Hughes with MBS.

Another BMI "Pin Up" Hit
DON'T LET THE STARS GET IN YOUR EYES
Published by 4 Star
On Records: Perry Como—Vic.; Giselle MacKenzie—Cap.; Lola Ameche—Mer., Slim Willet—4 Star; Ray Price—Vic.; Eileen Barton—Coral; Skeets McDonald—Cap; Red Foley—Dec.
BROADCAST MUSIC, INC.
580 Fifth Avenue, New York 36, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

NARTB Board Faces Heavy Agenda

(Continued from page 29)

sider a number of legislative problems, including the Harris subcommittee hearings on TV programming in the Senate; noncommercial educational TV assignments; height of towers; theatre TV; subscription TV; football TV monopoly conducted by National Collegiate Athletic Assn. (see NCAA story page 27); standard spot TV contract, now ready for final approval; access of TV to public proceedings; political problems; interference in the 72-76 mc band; FCC's rules covering rights to rebroadcast TV programs; community antennas; 1953 Los Angeles convention.

This agenda adds up to two full days for the television directors. The TV group will meet at an island site free from usual city interference due to appointments and telephone calls.

The Radio Board also has a long list of problems to be taken up in its day-and-a-half schedule. Some of the items are of an interlocking board nature, including plans for the Los Angeles convention in late April and the combination dues schedule.

Reports will be given on proposals to change the rule covering technician ticket requirements and remote transmitter operation. These matters are now pending before the FCC. The proposed revision of rules covering transcription announcements will be reviewed.

As always is the case at year-end meetings, directors will review the district meetings held in summer-autumn months and discuss suggestions to change the format of these sessions. Membership and financial problems will be taken up. A review of the recent Register and Vote Campaign will be given.

President Fellows announced last week that 649 of the 3,090 radio and TV stations have submitted reports on their activities during the election campaign. Broadcasters have been given much of the credit for the record-breaking turnout of 61 million voters.

Biggest increase in voters occurred in the South, he said [B•T, Nov. 24], with 1948 figures more than doubled in some cases. The 649 reporting stations used a total of 178,630 spot announcements, plus 7,488 register-vote programs ranging from five minutes to 1½ hours. NARTB will publish the final story in booklet form, presenting copies to top government and state officials as well as members of Congress.

In announcing applications for membership, Mr. Fellows listed the stations as follows:

ALABAMA—WHOS Decatur; WMSL Decatur; WFPA Fort Payne; WGSV Guntersville; WLAY Muscle Shoals. CALIFORNIA—KBOX Modesto; KGST Fresno; KIBE Palo Alto; KPOL Los Angeles; KVSM San Mateo. COLORADO—KFEL-TV Denver. FLORIDA—WFEC Miami; WGGG Gainesville, WJBS Deland; WROD Daytona Beach; WSPB Sarasota; WTAL Tallahassee; WTAN Clearwater. GEORGIA—WGST Atlanta. INDIANA—WANE Fort Wayne. IOWA — KFMA Davenport. MASSACHUSETTS — WWLP-TV Springfield. NORTH CAROLINA—WTSB Lumberton. NEW YORK—WCHN Norwich. OHIO—WAKR-TV Akron. PENNSYLVANIA—WCDL Carbondale; WHYL Carlisle; WLEU, WLEU-FM Erie; WLAN, WLAN-FM Lancaster; WDAS Philadelphia; WEEU - TV Reading. TENNESSEE—WGAP Maryville; WOKE Oak Ridge. TEXAS—KDUB-TV Lubbock; KTER Terrell; WFAA Dallas. HAWAII—KONA (TV) Honolulu.

'WE' GOT BALL

WTVH Handles With Care

WTVH Peoria, Ill., used two announcers who alternated at the microphone to give listeners one of the most unusual broadcasts of the past football season.

To head off any comment of sports fans that the announcer was partial to either team, O. D. Duewall, WTVH manager, had one gridcaster take the mike while one team had the ball and the other announcer take over when the sides were changed.

WTVH reports favorable comment from listeners who heard the broadcast.

BOARD of directors of Western Electronic Show & Convention has voted to hold show Aug. 19-21, 1953, at San Francisco Municipal Auditorium.

MOST POWERFUL—MOST POPULAR

WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

★ **With Listeners**

★ **With Local Advertisers**

POWER + PUNCH = RESULTS

first with the finest
DAY AND NIGHT

Weed & Co. *representatives*

1000 WATTS WVAM CBS ALTOONA 1430 KC DIAL

EWELL K. JETT (r), vice president and director of television, WMAR-TV Baltimore, accepts from David Marks, Optimist Club of Northwood, a certificate honoring Mr. Jett as "The Optimist of the Year."

Block Programming

(Continued from page 26)

Ohio, northern and central Kentucky and northeastern West Virginia, Miss Hollis reported, "WLW is being talked about today as though it was something completely new. People don't recognize block programming as such. They simply point out they like 'Mystery Night' or that they miss hearing their favorite program on some certain night and have to wait until another night to receive it. But the important fact is that everyone is aware of and is talking about the change at WLW." These facts are borne out in the first returns from phone surveys and from mail and on-the-street interviews now being conducted in cities in WLW's coverage area. Complete tabulation of the more than 100,000 listener contacts on these research efforts will not be available for another 60 days, but we are confident that the over-all opinions and reactions of listeners will be well documented by Jan. 1, 1953.

Concurrently, the WLW Research Department is conducting a comprehensive People's Advisory Council survey covering 2,600 homes which it feels certain will give the answers to listener tastes and preferences.

Initial figures released on this latest WLW-PAC study have disclosed that listeners, both rural and urban alike, rate programs in the following classifications and preferences:

1. News
2. Today's popular music
3. Comedy programs
4. Mystery and detective shows
5. Old familiar music
6. Sports
7. Religious programs
8. Hymn programs
9. Folk music
10. Drama

By comparing these facts with normal rating services and our other research facilities, we are now in a position to determine the programming which is proving successful and that which is not successful.

Formerly, we often guided our programming efforts, as did all broadcasters, with 40-40 vision. Today, 20-20 vision is required in radio.

What has been the reaction of the 13 advertisers who moved their shows into new positions to aid the experiment?

Norman Cash, general sales manager of WLW, said: "They are watching for indications just as closely as we are. However, it is encouraging to note that the activity generated by block programming has given WLW its biggest nighttime sponsor lineup in three years." WLW will close out 1952 with a "sold" tag on 80% of its nighttime programming, in addition to 127 new advertisers and a tangible overall billing increase and WLW's plan has been termed an experiment by both the network and the station itself. It is believed that when the results are in, the statistical proof will permit NBC to schedule its programming, on a national basis, in compliance with the findings of the new WLW test.

Such a move is believed likely since WLW covers a tenth of the nation with 14 million people representing farming, industry, and coal mining, and is, therefore, an ideal testing area.

Ninety-eight per cent of the homes in the WLW area own radios and the coverage area comprises 39 trading areas and 330 counties, an excellent proving ground for block programming experimentation. Advertisers and advertising agencies who have reviewed the plan thus far have lauded not only the plan itself but also the stimulating effect its adoption has exerted upon WLW and the sponsor acceptance that the block programming plan has achieved.

WEXLEY LOSES

Suit on Telecast

DECISION in favor of the defendants, KTTV (TV) Hollywood and Screencraft Pictures, was rendered last Tuesday by Los Angeles Federal Judge William M. Byrne in playwright John Wexley's $20,000 copyright infringement suit [B•T, Oct. 20].

Suit, filed April 1951, charged the station with telecasting a theatrical film version of Mr. Wexley's play, "The Last Mile," in November 1950 without his prior knowledge or consent.

Judge Byrne ruled that the plaintiff, while reserving TV rights, had sold all motion picture rights in 1931 to Tiffany Co. (predecessor of Screencraft) and that these are interpreted as including telecasting the theatrical version.

His further ruling that Tiffany (Screencraft), as the producer of the movie, had the right to exhibit it "by any means," is expected to result in release of new groups of old motion pictures to TV and blocking of future similar suits.

Mr. Wexley will appeal the decision to a higher court, it is reported.

ALLIS CHALMERS Mfg. Co. has signed a contract for broadcast of 19 U. of Wisconsin basketball games on WTMJ Milwaukee during the 1952-53 season. Agency is Bert Gittens Adv., Milwaukee.

IN REVIEW . . .

Program: This Is Your Life, on approximately 64 NBC - TV stations, Wednesdays, 10-10:30 p.m. (EST).
Sponsor: Hazel Bishop (Non-Smear Lipstick).
Agency: Raymond Spector Co.
Producers: Axel Gruenberg and Alfred Paschall.
Director: Axel Gruenberg.
Master of Ceremonies: Ralph Edwards.

RALPH EDWARDS, who achieved a zany's fame with his machinations on *Truth or Consequences*, is hiding his light under a bushel these days as m.c. for one of NBC-TV's newest Hollywood originations.

That is just as well, perhaps, for the theme of *This Is Your Life* is inspirational and a far cry from the format (if, indeed, there be one) of *T or C*. "There's a story in everyone's life," is the motif.

Probably no one ever will name a city or town after *Your Life* (like Truth or Consequences, N. M.), but this would prove no great tragedy. What may loom as a tragedy, if we read the Hollywood film producers correctly, is the terrifying thought this program may go the way of film—a fate predicted for perhaps 85% of all TV fare.

This TV venture is not only a worthy follow-through on the highly-regarded radio series of the same name but also a feature that lends itself uniquely to visual techniques. Its charm and attraction lay in its spontaneity (Red Skelton, please copy) and viewer identification with the personal subject whose life is being unfolded. There are, happily, too, faint undertones of that evasive quality of empathy.

Identity Unknown

Mr. Edwards tells his viewers and studio audience that one of them will be selected as the subject. His or her identity is unknown beforehand to all, including the subject, save Mr. Edwards. He then calls out the name, and the story begins to unfold of the life of a celebrity or a member of the audience. The subject disclaims any advance knowledge of his selection.

On a recent Wednesday's program, Mr. Edwards planted an NBC Hollywood switchboard operator, complete with equipment, on the stage. Ostensibly selecting a name from a San Diego telephone directory, he asked NBC operator Billie Clevenger to place the call to a person who turned out to be her brother. Flustered and taken unawares, Miss Clevenger suddenly discovered she was the subject and came center stage.

Your Life is recounted in flashbacks, generally with the aid of recorded voices of close acquaintances and relatives of the subject through the years. In Miss Clevenger's case, there were intimate clips by Jimmie Durante, Bob Hope and others. As the flashback unfolds, the friend or relative bounds out from behind the curtain in person. They are flown in, Mr. Edwards dutifully reports, by TWA for the happy reunion. Gifts follow.

Throughout the program ran the theme that Miss Clevenger has been a source of inspiration to those around her, including those who pass through the portals of NBC Hollywood.

The tipoff on the effectiveness of this device is that viewers are apt to find a non-celebrity just as interesting as a celebrity—say, like Jeannette McDonald the preceding week when husband Gene Raymond, Nelson Eddy and others magically turned up.

Hazel Bishop Non-Smear Lipstick commercials leave a reasonably good taste as given by announcer Bob Warren and actress Anita Louise—given as convincingly as if *Your Life* depended on it.

MUSIC PROJECT
Started by WNBC WNBT (TV)

CREATION of a "WNBC-WNBT Music Foundation" under the supervision of Jackie Robinson, Brooklyn Dodgers baseball player who is director of community services for the NBC radio and TV outlets in New York, was announced Nov. 18 by Ted Cott, NBC vice president and manager of the stations.

Funds for the foundation, which will provide record players and record libraries to hospitals and other community service organizations in the New York area, will be administered by NBC's legal and financial sections. The stations will launch a promotional campaign shortly for funds via on-the-air promotions and on a special program featuring top WNBC-WNBT (TV) personalities.

The foundation will distribute through such organizations and agencies as Catholic Charities, Federation of Protestant Welfare Agencies, Federation of Jewish Philanthropies, Dept. of Hospitals, and the Welfare Council.

New York Mayor Vincent Impellitteri praised the plan: "I would like to extend my heartfelt congratulations to Jackie Robinson and stations WNBC-WNBT for initiating the Music Foundation project. I feel . . . that the foundation is filling a definite need in the community."

WBNS 'FALL FESTIVAL'
Promotion Draws 11,000 Letters

WBNS Columbus, Ohio, last week had counted 11,000 letters resulting from its "Fall Festival" promotion.

Jim Yerian, promotion director, said the rewarding response shows "that something can be done to help radio. We will be glad to share the details with any other stations because we believe this venture will pay off for them just as it has for us."

The "Festival" theme was placed throughout the broadcast day—6:05 a.m. to 1 a.m.—during the week of Oct. 5-11.

Festival Heralded

Special prizes were awarded to listeners of many shows. Staff personalities made visits as guests to other programs. There was much "trumpet-blaring," heralding the "Festival" both in newspapers and on-the-air promotion.

This brought surprising results. For example, a recipe for baking a cake was offered—of all times! —on a nighttime disc jockey show. Yet there were 2,000 requests for the recipe.

"The promotion created a great deal of excitement about radio, both in the minds of the public and among our own people," said Mr. Yerian.

"We think, too," he added, "that the success of our 'Fall Festival' goes a long way toward proving that radio in central Ohio still occupies its same high place."

WHAS-TV SERIES
2d 'School' Feature Aired

WHAS-TV Louisville has just completed its second annual *Inside Our School* series.

Last year, WHAS-TV's *Inside Our Schools* series brought the station national recognition. The series received a special award from the Institute for Education by Radio, sponsored by Ohio State U., and other awards including a special commendation from the Alfred I. duPont Awards Foundation.

The series this year ran Nov. 8-15, a total of 55 program periods, of which 23 half-hour periods originated in the schools. As in the past, WHAS-TV made no attempt to glorify, criticize or lecture. Rather, it reported conditions simply as they existed, good or bad. The series this year also covered school lunchroom facilities.

FAN'S DEVOTION
WWVA's Welch Gets Proof

EVIDENCE of a listener's devotion has come to Jack Welch, WWVA Wheeling, W. Va., in the form of a crocheted 40x24-inch U. S. flag.

Mrs. Isabelle Paige of West Haven, Conn., is a semi-invalid who listens avidly to Mr. Welch's late evening record show of western

Mr. Welch displays flag.

tunes. She sleeps in the daytime so she can crochet and listen to the program at night, it is asserted. Mrs. Paige writes daily letters to Mr. Welch and frequently phones him after 2 a.m., at the close of his program.

The flag is finished on both sides which means that Mrs. Paige crocheted 96 stars instead of 48. Other presents the 61-year-old listener has sent include a set of dolls in crocheted cowboy costumes.

BBC is telecasting closed-circuit educational programs to 12 London schools to test effectiveness of in-school teaching by TV, according to National Assn. of Educational Broadcasters. BBC for many years has presented lessons daily by radio to schools all over Great Britain.

KLIX IS KLICKIN'

RESULTS?
THAT'S US
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

at deadline

RTMA TO APPEAL DENIAL OF PARTS-TUBES RELIEF

APPEAL will be taken by Radio-Television Mfrs. Assn. from ruling by Economic Stabilization Agency declining to set aside OPS restoration of price controls on radio-TV parts and tubes. James D. Secrest, RTMA executive vice president, was notified by ESA Administrator Roger L. Putnam that relief would not be granted.

In announcing plan to appeal, Mr. Secrest said Mr. Putnam "failed to produce any new or more convincing reasons for the arbitrary action of OPS than did the price agency itself, and these reasons have been discredited. It is unfortunate that the Economic Stabilization Administrator did not see fit to consult with industry representatives as well as with OPS officials and thus to check the erroneous findings of the price agency."

Joint protest will be filed by RTMA members under OPS appeal procedures. If this fails, Mr. Secrest said, RTMA will carry its appeal to courts.

KTRH PETITION

KTRH Houston, competitor in hearing which resulted in 1950 new station grant on 740 kc at Dallas to Roy Hofheinz and W. N. Hooper, petitioned FCC Friday to be made party to further hearing ordered by Commission several weeks ago when it set aside grant following remand of case by U. S. Court of Appeals for District of Columbia [B•T, Nov. 10]. Court took action upon appeal of KSEO Durant, Okla., which charged objectionable interference. KTRH, which asks *de novo* hearing since record is "stale," is assigned 50 kw on 740 kc, had applied for change in daytime directional array. Hofheinz-Hooper grant (KACE) was for 10 kw day, 5 kw night. KSEO already made party to further proceeding.

FCC TV EMISSION RULE

AMENDMENT of FCC rules [Sec. 3.687 (i) (1)] on television broadcast stations would be amended by FCC, pending further study, to specify 60 db as minimum for spurious emission by TV broadcast stations for all frequencies at least 3 mc removed from edge of channel. Notice of proposed rule making announced Friday. Addition of harmonic filter to transmitter designs expected to be adequate on temporary basis.

DISMISS KLINE SUIT

NEW YORK supreme court jury Friday dismissed suit of Mrs. Dubie Kline against Charles Antell Inc., finding for defendant. Mrs. Kline had recorded program for Antell firm which she alleged was used beyond time stipulated in contract and asked $112,700 damages for this excess use. Lewis & Mount represented Mrs. Kline; A. Walter Socolow handled Antell defense.

WSAL PLEA REFUSED

PLEA of WSAL Logansport, Ind., that FCC again review its denial of station's counterproposal of TV allocation in that area was turned down by Commission Friday. FCC also refused to withhold action on new station applications pending outcome of WSAL's protest of fixed allocation plan and Sixth Report before U. S. Court of Appeals for District of Columbia, filed several weeks ago [B•T, Nov. 17].

RADIO'S HOT ON FARM

NO OTHER advertising medium can even approach radio's coverage of farm market, which accounts for one-third of nation's retail purchases, Gale Blocki Jr., BAB's midwestern sales manager, said in address prepared for delivery Saturday at annual convention of National Assn. of Radio Farm Directors in Chicago. Farm homes with one or more radios even surpass national average of 98.1% and farm incomes today are over $40 billion, he said, making farm market "greatest single consumer group in the U. S., a group reached best—and often exclusively—by radio."

Business Briefly

(Continued from page 5)

that the parting is made under the friendliest circumstances and in an atmosphere of high mutual respect," announcement said.

MAGAZINE SPONSORS ● *Woman's Home Companion* starting sponsorship of women's participation shows in 19 cities in three-day campaign to promote its Christmas issue. McCann-Erickson, N. Y., is agency.

DIGEST SPOTS ● *Readers Digest* planning spot announcement campaign for one week on more than 50 radio and TV stations, starting Jan. 1. Agency is Schwab & Beatty, N. Y.

FINANCIAL FORM CHANGES FINALIZED BY FCC

FINAL rule-making announced Friday by FCC in revision of annual financial report Form 324, applying to networks, licensees and permittees of broadcast stations. Number of pages in form is reduced from 15 to nine by action.

Series of changes to cut red tape out of form reviewed recently by Budget Bureau's Committee on Radio & Television Broadcasting, headed by Ben Strouse, WWDC Washington [B•T, Nov. 3], following decade of cooperative study. Notice of proposed rule making was adopted Oct. 1 [B•T, Oct. 6].

Balance sheet requirements of Form 324 are revised to simplify work of filling out form. Certification is substituted for verification under oath. Some of identification requirements are deleted. As to stations under special temporary authority, general instruction I is changed to require that permittees of all broadcast stations file, instead of merely FM permittees as originally proposed.

FELLOWS LAUDS HAGERTY

TELEGRAM voicing thanks of NARTB and entire radio-TV industry sent to James C. Hagerty, secretary to President-elect Eisenhower Friday, by Harold E. Fellows, NARTB president, following decision to add radio-TV newsmen to Korean trip (see story page 23). Mr. Fellows said broadcaster confidence in intent of new Presidential staff to treat all media equally has been strengthened by decision. He congratulated Mr. Hagerty on appointment to post of Presidential news secretary and promised industry cooperation.

PEOPLE...

PAYSON HALL, controller of Meredith Publishing Co., named director of Meredith radio and television, including WHEN (TV) Syracuse, WOW-AM-TV Omaha and KPHO-AM-TV Phoenix, Ariz., along with TV applications in St. Louis, Minneapolis and Rochester.

W. J. (BILL) FLYNN, assistant treasurer of CBS, and with company since December 1938, named comptroller of CBS Television Div., new position created as result of expanding operations, particularly in program and operations fields. **NORMAN HADLEY** continues as director of television accounting operations.

ALAN T. MANN named manager of advertising and sales promotion for Cribben & Sexton, Chicago, replacing John J. Brandt, resigned.

HOWARD E. SANDS JR., Charles Dallas Reach Co., to Benton & Bowles, N. Y., to handle special projects in media department.

DEL MOLARSKY, staff writer, Transfilm Inc., N. Y., to Hicks & Greist Adv. (N. Y.) radio, TV and film department in same capacity.

BYRON GOODELL, CBS-TV sales staff, to New York office of Robert Meeker Assoc., station representative.

BOB REED, director of NBC *Name That Tune* program, named new "Timekeeper" at WRC Washington effective Dec. 1, succeeding Bill Herson, who is moving to Florida.

NEW APPLICATIONS

SIX applications for TV stations were filed with FCC late Friday, and WNBW (TV) Washington requested authority to boost its ERP to 100 kw visual. New applications are:

Alexandria, La.—Jacob A. Newborn Jr., uhf Ch. 62, ERP 1.5 kw visual, 0.8 kw aural; antenna height above average terrain 318 ft., above ground 334 ft. Estimated construction cost $125,000, first year operating cost $94,100, revenue $127,000. Mr. Newborn is permittee of new TV station in Gadsden, Ala., and applicant for new TV stations in Minden, La., and Tyler, Tex. City priority status: Gr. A-2, No. 131.

New Orleans, La.—Supreme Bcstg. Co. (WJMR), uhf Ch. 32, ERP 200 kw visual, 100 kw aural; antenna height above average terrain 416 ft., above ground 416 ft. Estimated construction cost $198,200, operating cost $160,000, revenue $140,000. Applicant is licensee of WJMR and WRCM (FM) New Orleans. City priority status: Gr. B-4, No. 184.

Jefferson City, Mo.—The L. H. P. Co., vhf Ch. 13, ERP 199.3 kw visual, 106.4 kw aural; antenna height above average terrain 690 ft., above ground 574 ft. Estimated construction cost $300,948, operating cost $140,000, revenue $140,000. Sole owner of applicant is Stanley H. Durwood, Missouri theatre operator. City priority status: Gr. A-2, No. 203.

Reno, Nev.—R & L Co., vhf Ch. 4, ERP 16.9 kw visual, 8.4 kw aural; antenna height above average terrain 2,876 ft., above ground 465 ft. Estimated construction cost $222,600, operating cost $184,048, revenue $184,048. Owners of applicant are J. E. Riley and H. H. Luce, who have interests in mining, real estate, rentals and sale of heavy duty equipment. City priority status: Gr. A-2, No. 148.

Fargo, N. D.—Rudman Television Co., vhf Ch. 13, ERP 59.2 kw visual, 32 kw aural; antenna height above average terrain 338 ft., above ground 374 ft. Estimated construction cost $258,200, operating cost $127,000, revenue $168,000. Sole owner of applicant is M. B. Rudman, permittee of new TV station in Galveston, Tex., and independent oil operator. City priority status: Gr. A-2, No. 114.

Aiken, S. C.—Aiken Electronics Advertising Corp. (WAKN), uhf Ch. 54, ERP 98.7 kw visual, 49.8 kw aural; antenna height above average terrain 160 ft., above ground 350 ft. Estimated construction cost $184,500, operating cost $100,000, revenue $156,000. Applicant is licensee of WAKN Aiken. City priority status: Gr. A-2, No. 700.

* * *

WNBW (TV) Washington, D. C.—National Broadcasting Co., vhf Ch. 4. Requests change to 100 kw visual, 50 kw aural (from 20.5 kw visual, 10.5 kw aural); increase antenna height above average terrain to 499 ft., above ground to 538 ft. Estimated cost of new transmitter, antenna changes and equipment installation $250,000.

XUM

the Special Gift

for certain people ✻

✻ your clients and associates in radio and television

Holiday Gift Subscription List

This reduced rate expires December 31, 1952

PLEASE SEND 52 ISSUES OF **BROADCASTING** • **TELECASTING** AS MY GIFT TO:

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Please announce my gift with Personalized Greetings

Name .....
Address .....
Sign Gift Card .....
$ ..... enclosed ☐ Bill me

Mail Today to **BROADCASTING** • **TELECASTING** National Press Building, Washington 4, D. C.

XUM

Gift Package

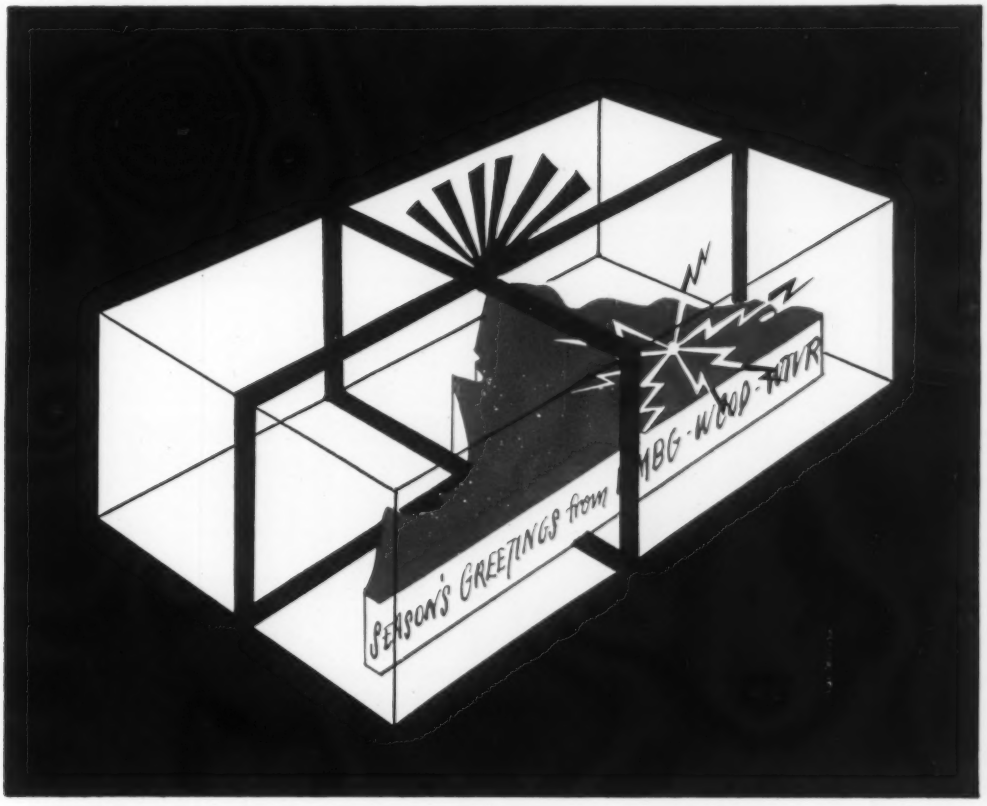
In 1948 Havens & Martin dedicated Television Station WTVR to the people of Virginia.

How well it's appreciated is expressed by the fact that today there are over 145,000 sets installed in the WTVR area. Yet as Christmas 1952 rolls around, WTVR, now nearly five years old, is still the only TV station operating in Richmond.

Nearly 27 years ago WMBG took the air as a pioneer radio station. Its record is studded with firsts.

In this postwar era WCOD, the FM outlet, was added to the Havens & Martin group to provide Virginia's only complete broadcast advertising service.

Linked with NBC through the years, these First Stations of Virginia have captured the fond loyalty of a people who fully appreciate pioneering and public service.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
WTVR Represented Nationally by Blair TV, Inc.
WMBG Represented Nationally by The Bolling Co.

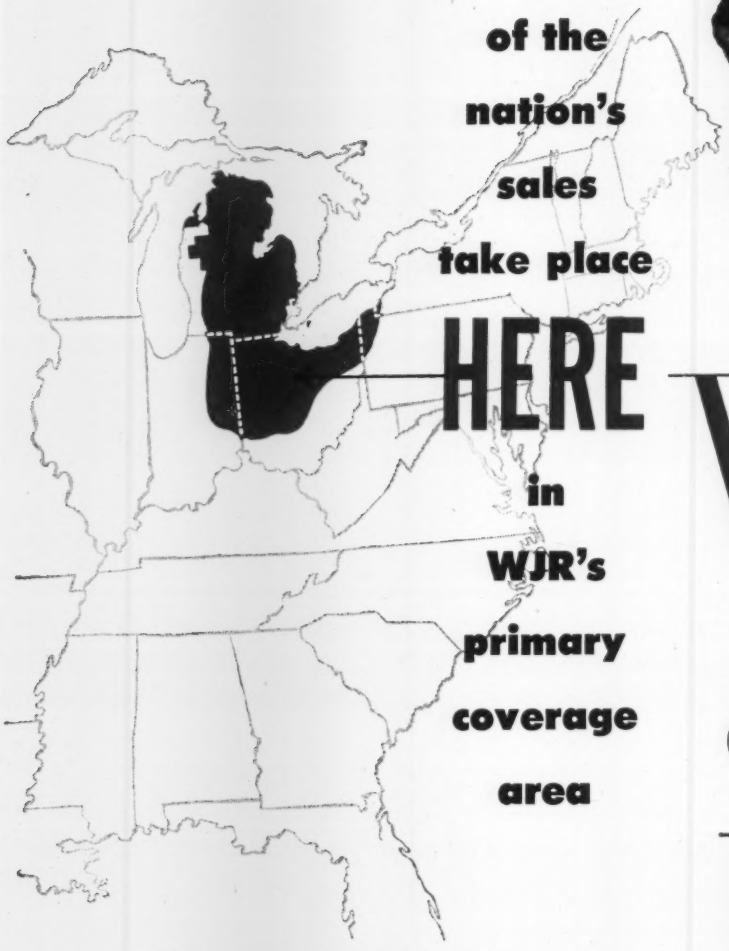
almost

10%

of the nation's sales take place

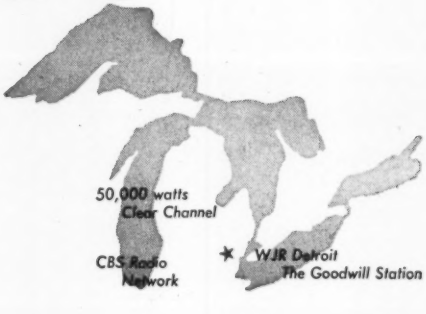
HERE

in WJR's primary coverage area



WJR

...the ***GREAT VOICE*** *of the* ***GREAT LAKES***



WJR MARKET DATA

(Primary Coverage Area)

		% of U.S. Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Retail Sales	$13,613,431,000	9.3
Food Sales	$ 3,266,766,000	9.4
Drug Sales	$ 464,447,000	10.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

Almost 10% of the total U. S. (national) sales are made within WJR's primary signal area. Get your share of sales in this rich market. When you set your budgets and plan your schedules, use WJR, the *only single medium* that reaches this entire market EFFECTIVELY AND ECONOMICALLY! Contact WJR or your Christal representative today!

Radio—America's Greatest Advertising Medium

WJR, Fisher Building, Detroit 2, Michigan
WJR Eastern Offices: 665 Fifth Avenue, New York 22, N. Y.
Represented nationally by the Henry I. Christal Company
Canadian representatives: Radio Time Sales, (Ontario) Ltd.

XUM